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NIOS SENIOR SECONDARY - MASS COMMUNICATION (335)

Complete Textbook (24 Lessons)

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1

INTRODUCTION TO COMMUNICATION

Your birth was a matter of great joy to your parents. With your first cry you told everyone that you had arrived in this world. When you were hungry you cried and your mother understood that and gave you milk. As a baby your face told your mother that you were not well, or were uncomfortable. Months later when you uttered the first words your parents were thrilled. You also started waving your hands or nodding your head to say 'bye' or 'yes' or 'no'. Then slowly you started speaking. You asked questions because,you wanted to know about things around you. Later when you went to school you learned the alphabets. Today you can gesture, speak and write to express yourself or, for the purpose of this study, shall we say, 'communicate' with others.

But what is communication? In this lesson, you will learn what it is, how and why we communicate and different types of communication.

OBJECTIVES

After studying this lesson, you will be able to do the following :

- explain the meaning of communication and why human beings communicate;
- state how we communicate, nonverbally or verbally;
- list different types of communication;
- discuss the meaning of intrapersonal communication;
- explain interpersonal communication and its importance;
- differentiate between group communication and public communication.

1.1 UNDERSTANDING HUMAN COMMUNICATION

When we think of exchanging our ideas with others or giving some information to others, we do it in two ways.

Fig.1.1: Two people exchanging pleasantries

We either speak and tell or we just do it without words. When we look back in the history of mankind we find that early man could not speak as we do today.

Fig.1.2: Early man

Words and languages, as we use today, developed much later in human history.

However, early human beings expressed their feelings and experiences without using any words.

Their face, expressions and use of head and other organs (body parts) like the hands, could tell others many things. Later language developed and people used words to speak to others or convey feelings. With alphabets, writing gave yet another powerful tool to convey thoughts, ideas and feelings.

1.2 WHY DO WE COMMUNICATE

We live in a society. Besides ourselves, there are others who may be rich or poor, living in big houses or in huts, literate or illiterate. They may also belong to different religions and communities, often speaking different languages. But still all of them can speak or interact with one another. Such interaction is essential for societies to survive. We ask questions and get answers, seek information and get it.

WE COMMUNICATE TO:
INFORM
MISINFORM
COUNSEL
SELL
BUY
CONFUSE
CONFIRM
ADVISE
TEACH
LEARN
REVEAL
PERSUADE
ACCEPT
AFFIRM
CLARIFY
MOTIVATE
CRITICISE
DENY
CONCEAL

We discuss problems and come to conclusions. We exchange our ideas and interact with others. For doing all these we use communication. Imagine a situation where we are not able to speak and interact with others or think of a family living in the same house without speaking to each other? Such situations can create plenty of problems. When we get angry don't we stop talking to our friends or family members at least for some time? Soon we talk it over or discuss matters and begin normal conversation. If we do not speak to each other we cannot understand each other.So communication can help us to understand each other and solve problems. But what is communication?

1.3 WHAT IS COMMUNICATION?

So far we have seen how we use communication. Now let's try and define communication. But defining communication is not very easy. It means many things to many people. Unlike definitions of a theory or some scientific term 'communication' has no definition accepted by all experts.

We know that when we convey something by words, we may call it a message. If you are used to a mobile phone you would know the term 'SMS'. This SMS is the short form for 'Short Message Service'. Here the messages are short sentences or just a word or a phrase or a sentence like "I am in a meeting''. "Please call me at 4:00 p.m" or "congratulations" or "see you at home". These are all messages. They are short and when someone receives them they 'understand' it. For example, take the message "I am in a meeting''. Please call

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me at 4:00 p.m". It does not need any explanation. The moment you read it, you can understand it. Suppose someone has passed an exam. Just send a message "congratulations". The person who gets it immediately follows it. So shall we use these two words, namely 'message' and 'understand', and define communication. Let's try.

Fig.1.3: Mobile phone showing a message received

"Communication is a message understood". Unless a message is understood we cannot say that communication has taken place. Let's send a message to someone else's phone, "where came first". The person who gets this message would wonder what it means. It does not make any sense. The receiver of the message just does not understand it. So for communication to take place, there are two conditions. First, there should be a clear message. Secondly, that message must be understood by the receiver, for whom it is meant. In society, we all interact with messages.. Without interactions, a society cannot survive. Social interaction is always through messages. So we can also define communication in the following words.

"Communication is social interaction through messages."

Think of telling someone, "It is very warm today" or "I am bored with the history classes." In both these cases, we are communicating what 'we experience'. The weather being warm is what you feel or experience physically. Getting bored with a subject is a different feeling which needs some amount of education or experience in a class room. In both cases we are sharing our feeling or experience with someone else. So we may say that ***"communication is sharing of experience."***

Fig. 1.4: Two people meeting each other

Can you think of a situation where you cannot communicate with others? In society, we need each other for various things. Unless you communicate with a doctor how will the doctor know what your health problem is. If you want to buy something you have to tell the seller of the goods what you are looking for and you may also ask for the price. Think of a home where parents and children do not communicate with each other. Think of a classroom where the teacher cannot or do not communicate. Communication therefore is essential for our survival.

INTEXT QUESTIONS 1.1

1. Give any five reasons why we communicate.
2. Define the term communication.
3. State whether the following statements are true or false.
   i) Communication is a message misunderstood.
   ii) Social interaction through messages is communication.
   iii) Sharing of experience cannot be called communication.

1.4 HOW DO WE COMMUNICATE?

Have you heard the story of six people (who could not see) who went to see an elephant? They **touched** different parts of the body of the elephant and decided

what it was like. The person who touched the big and sturdy side of the elephant claimed that it was like a wall.

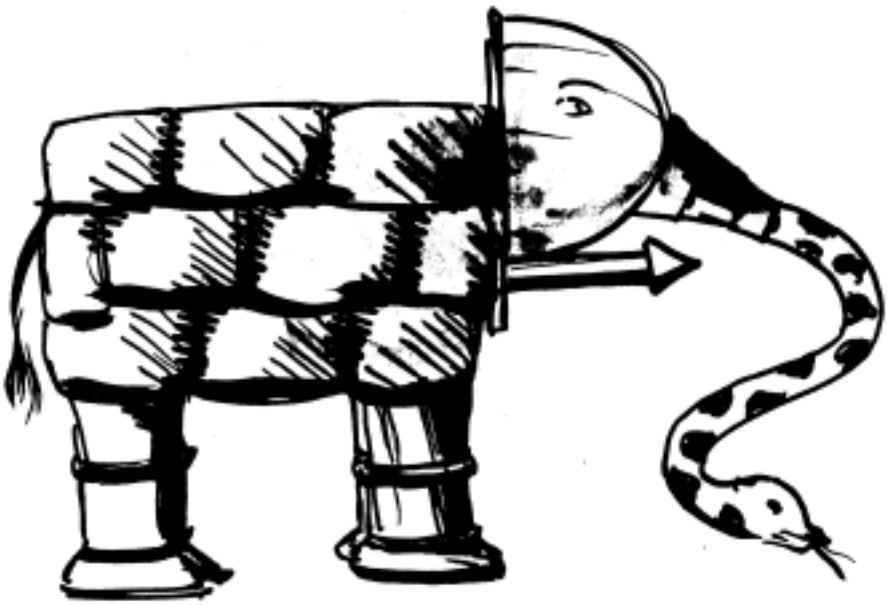

Fig. 1.5: Elephant as seen by the blind people

For the person who touched the sharp tusk of the elephant it was a spear and for the person who touched its trunk it was like a snake. Like this,all others touched other parts of the elephant's body and decided what an elephant looked like.Ear as fan, tail as rope and legs like trees! The visually challenged have to depend on their sense of touch to find out things. Ofcourse, touch is one of the five senses with which all of us communicate.

FIVE SENSES OF COMMUNICATION

Those six men who went to see the elephant touched and found out as they could not see. But most of us who have eyes can see and find out how an elephant really looks like. Touch and sight are channels of communication, so are taste, hearing and smell.

We really use these senses or channels to communicate. Remember how your mother used a spoon and picked a bit of curry and tasted it to check whether

Fig. 1.6: Tasting food

Fig. 1.7: Listening to music

it had enough salt or other required spices. If she was satisfied with the result, the expression on her face would have told you whether the curry was just right or not. Listen to some sweet sound on the flute. You feel nice and happy. Your face would show joy and peace when you listen to the music. On the other hand if you listen to a loud crashing sound you cover your ears with your hands and your face would indicate the discomfort. Pass through an open public urinal. You will close your nose with your fingers and your face would show what you feel. So we use our five senses- taste, touch, hearing, sight and smell to communicate.

NON VERBAL COMMUNICATION

So far in all the above examples, we probably never used any word or speech. The five senses are natural to us. Speech, on the other hand, is learned. Similarly we use our eyes and hands to convey our feelings, approval or disapproval. Look at the following figure.

Fig 1.8

This indicates a facial expression which we call a 'smily', conveying happiness.

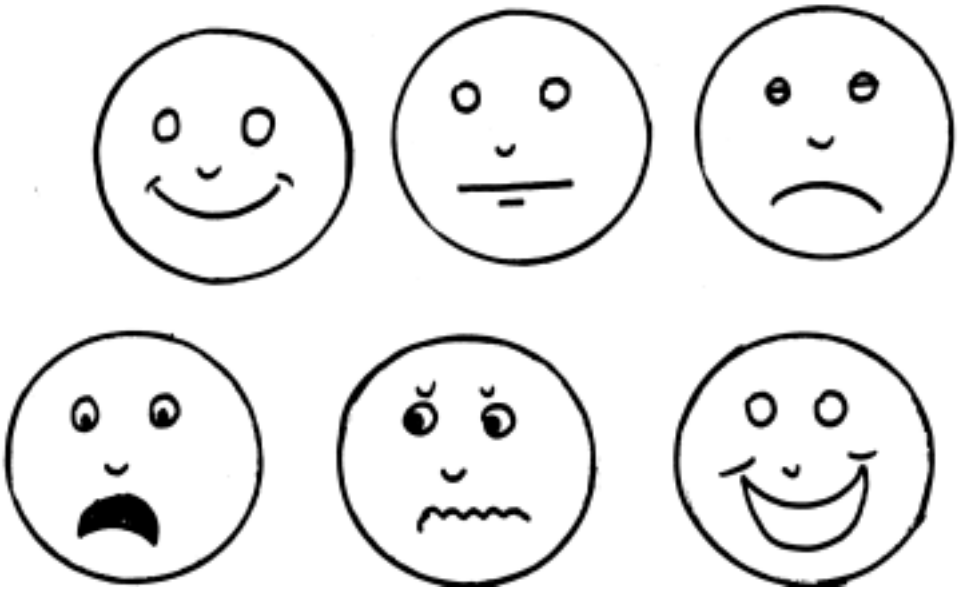

Fig. 1.9: Different human emotions

What can you make out from the above? They are different facial expressions conveying happiness, anger, grief, fear etc.

Look at a policeman at the traffic point. He doesn't speak a word but uses his hands to signal 'stop' or 'go'.

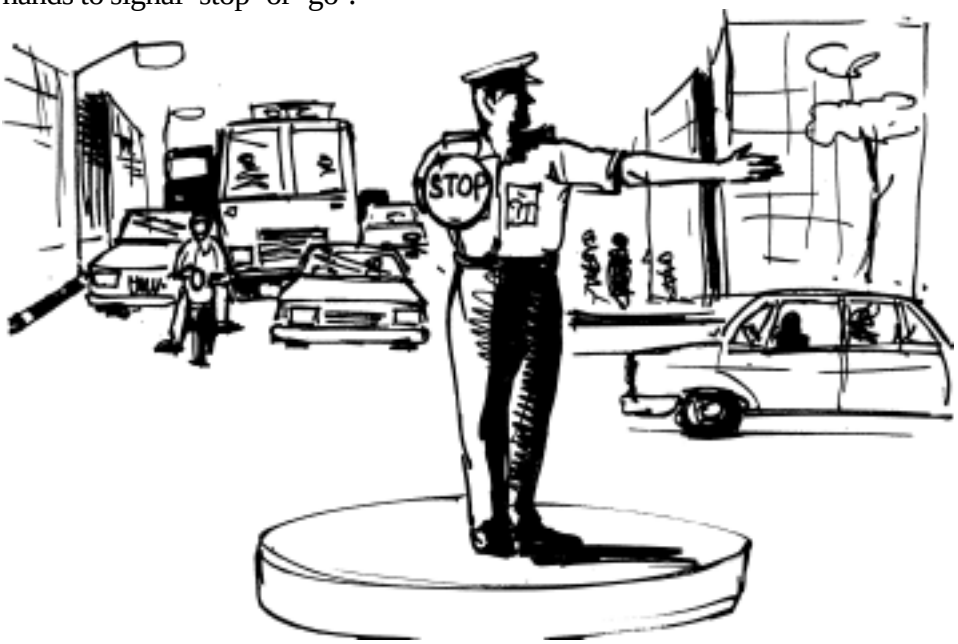

Fig. 1.10: Traffic cop giving signals

Someone asks you, "Are you going to the market" ? You nod your head and say 'yes' or 'no'. The way you nod would make the other person understand.

what you mean. In all the above cases, we express our feelings or experiences without using any words. Here we are communicating messages through the following means: -

(a) ***By expressions on our face.*** These include a smile, a nod, looking at the eyes of the other person, for listening or showing interest or narrowing of eyes or raising our eyebrows.

Fig. 1.11: (a) Showing interest

Fig. 1.11: (b) Raising eyebrows

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(b) ***By body movements.*** Think of signaling 'bye' when we leave or pointing fingers or what a cricket umpire does when he raises his finger to tell that a batsman is out. In games like cricket there are plenty of such nonverbal signals or think of Gandhiji's three monkeys - speak no evil, see no evil, hear no evil. Shaking hands is common all over the world. But the handshakes may convey different meanings.

Fig. 1.12: (a) Speak no evil **Fig. 1.12: (b) See no evil** **Fig. 1.12: (c) Hear no evil**

Fig. 1.13: Batsman out !

For example, you extend your hand to shake hands with someone and that person does not respond to you or just touches your palm or tightens the grip. This means that the person wants to keep away from you.

Just touching your palm would mean that the person does not consider you as an equal. A warm right hand shake would mean expression of closeness or friendship.

Fig. 1.14: Sign of welcome or respect

In India and countries like Nepal or Sri Lanka a 'NAMASTE' or folding both the hands together is a sign of welcome or respect. Almost all around the world folding of hands while praying is practised.

All the above examples show how we communicate without using any words or by using gestures or what may be called body language. Such communication is called **'non verbal communication'** because no words are used to communicate.

According to experts, almost 80% of all communication is nonverbal. Nonverbal communication is also practised by people who are physically challenged as far as their faculty of sight or speech is concerned. . We have already seen the example of the six men who could not see 'seeing'an elephant. Haven't you seen people who cannot speak using the sign language or gestures to communicate? Their ability to communicate nonverbally is worth mentioning.

On the other hand, people who can speak also use nonverbal communication when they speak to others. Think of someone who speaks to a large number of people, like a political leader, (like Sonia Gandhi or L. K. Advani) spiritual or religious leader (like Shri Shri Ravi Shankar or Swami Ram Dev) or social

activists (like Medha Patkar or Aruna Roy). All of them use a lot of nonverbal communication. Look at speakers pointing fingers or raising hands or counting on fingers or moving their arms. Nonverbal communication is not universal or done in the same way by everyone in the world.. Nodding of head may have different meanings for people from different parts of the world. We Indians fold hands to welcome somebody, or to pray. People in Europe fold hands only to pray and saying "NAMASTE" as we do by folding hands is not known to them. They also do not welcome people the way we Indians do in India.

INTEXT QUESTIONS 1.2

1. Name the five senses used by human beings for communication?
2. What do you understand by nonverbal communication?

1.5 ORAL COMMUNICATION

After man developed speech we started communicating orally. It is like a child who learns to utter words first, and then speak. Oral communication is a skill that is developed or evolved. It uses language. This would mean words and sentences. Words do not stand independently to communicate. If you say 'sky' or 'blue' or 'high' they may not mean much. These words are just symbols. The moment you say the word 'sky' the listener would be able to imagine this. 'Blue' would mean colour and 'high' would mean much above our head. In oral communication we group words into what we call sentences which can convey meanings. Observe the following:

"The sky is high"

"The sky is blue"

"The sky is both high and blue"

In the above groups of words or sentences we have arranged words in such a way that they make some sense. When we say a full sentence where the right word is placed at the right place, using grammar or the rules that govern language, it would result in understanding. Otherwise it will just be using some words without any meaning.

When we talk about India's ancient wisdom or *'vedas'*, *'puranas'* and *'shastras'*, they were initially spoken, given orally and passed on from one generation to another. In India , we have this very strong oral tradition. The advantages of oral communication are: -

i. It is spontaneous and natural.

ii. It is, therefore, easy for others to understand.

iii. Choice of words generally suits the listeners .

iv. It is supported by nonverbal communication.

v. The communicator or the person who communicates, is always physically available.

vi. It can develop close relations between the speaker and the listener.

Disadvantages of oral communication: -

i. Words spoken disappear into thin air. The words are temporary.

ii. Words are not permanent unlike say written communication.

iii. What is heard is often forgotten.

iv. Nonverbal communication that supports oral communication may not be understood by people from other cultures.

Modern modes of communication like telephone invented by Graham Bell in 1876 and radio invented by Marconi in 1901 use oral messages. These inventions have helped in communicating instantly over long distances. You will learn more about radio in a later module.

1.6 WRITTEN COMMUNICATION

Language and writing developed much later in man's early history. The earliest script is supposed to be found in China. Until paper was invented by the Chinese and later in Egypt, there was no written communication except on leather scrolls and palm leaves.

Today when we talk about written communication it is limited to people who can write and read. For this one should know the alphabet, script and grammar of the language. For someone to write, say the language English, one should know various parts of speech besides a good knowledge of words or vocabulary. Writing, invention of paper and later invention of printing by Johan Gutenberg in the 15th century, made knowledge available to many more people. Books were the first to appear. Newspapers, magazines and journals slowly became popular. Such written matter helped people in communicating ideas to a larger number of people. Newspapers helped people to be informed about what is happening around the country and the world. Newspapers also inform about the activities of the government.

Writing unlike speech, involves thoughts, correction, editing or rewriting and occurs in isolation. That means for a writer it is an individual activity involving lot of preparation and hard work, unlike speech, which is a shared activity.

Advantages of written communication: -

i. Written communication gives words and thoughts permanence.

ii. Knowledge and information became available to people who could read.

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iii. It led to the spread of ideas.

The biggest disadvantage of written communication, however, is that one has to be literate to use written communication.

Forms of written communication

Written communication has many forms. It varies from an intimate personal letter to books and newspapers. All the forms have their own special features. Here is a list of some written forms of communication: -

LETTERS
CIRCULARS
ORDERS
REPORTS
FORMS AND QUESTIONNAIRES
MANUALS
NEWSLETTERS
NEWSPAPERS
MAGAZINES
HANDBILLS
POSTERS
BOOKS
BULLETIN BOARDS

Fig. 1.15

For modern man writing is an inseparable tool. Almost everything is written and preserved. Writing has given man history as all human activities and developments are written down by people who write history or historians. The worldwide web and internet have given a new meaning and style to writing.

However, unlike speech, written communication tends to be formal and difficult to follow. The person interested in written communication has to be literate to receive messages. Often writings are not very user friendly unless the writer is a good communicator. You may enjoy a story, a novel or a play but may feel bored when you read essays or books on intellectual issues.

INTEXT QUESTIONS 1.3

1. State whether the following statements are true or false.
   a. Writing has given man history.
   b. Paper and printing were in existence before written communication was developed.

c. Writing is a shared activity.

d. The worldwide web and computers have given a new style and meaning to written communication.

e. Radio is a medium of written communication.

1.7 TYPES OF COMMUNICATION

Communication is described depending upon the situation in which communication takes place. We communicate with ourselves, with others face to face, using a public address system with a large number of people or use radio or television. In this section, you will learn about the different types of communication.

INTRAPERSONAL COMMUNICATION

Think of a person driving a scooter on a lonely road. He has put on a helmet on his head to protect himself but it is not properly buckled and tightened. He is riding at high speed and is reaching a narrow junction. A bull comes charging and in order to save himself he applies the brake and he falls down. The helmet flies off as it was not buckled properly. His spectacles also fall. The bull runs off for dear life. What does the scooterist do? Is he saying anything or is he communicating? Think for a while and read further.

Well, he is. First he thanks God for saving him from major injuries. 'Thank God' he sighs. "Who has left this blessed bull to run around freely?" He probably may question himself saying, "I should have put on the helmet properly". He may say many things aloud or tell himself. He in fact is questioning himself or is communicating with himself.

Fig. 1.16: Intrapersonal communication

Let's take another example. Have you ever seen on television some of our great batsmen at the crease? Take for example, Sunil Gavaskar or Sachin Tendulkar batting shown on television? If one of them has faced a ball from a bowler rather carelessly you should see them muttering something or talking to themselves. Strictly speaking, this is no communication at all as no one except the person himself is involved. This type of communication is called intrapersonal communication or communication with oneself.

Intrapersonal communication is communicating with oneself. We all do it. Think of a situation when you spoke to yourself. You went and met somebody and said something silly. Don't you tell yourself "I should not have said that…" or "I shouldn't have behaved that way…" or "I made such a fool of myself…". All these are very common. We all do it as long as we live. In fact this is looking inward or looking at ourselves. This can also be accepting our faults and mistakes, and correcting them. Intrapersonal communication or communicating with oneself is essential for our growth as responsible members of the society. Intrapersonal communication is the first type of communication.

INTER PERSONAL COMMUNICATION

When you come face to face with someone and communicate with that person it is called interpersonal communication. This happens in our daily life. In the morning you get up and meet your parents, brothers or sisters. You wish them or speak to them. When you go outside you meet your friends and talk to them. You go to a doctor and discuss your problems. If you want to book a railway ticket, you go to the booking counter and speak to the person sitting there. All these are examples of interpersonal communication.

Fig. 1.17: Interpersonal communication

Interpersonal communication is communication between persons or one to one communication. Most of us indulge in interpersonal communication every day. Interpersonal communication being face to face generally takes place in an informal, friendly atmosphere. However, there are occasions when it is formal. For example, a police officer questioning a suspect or a lawyer examining a witness in a court.

Let us list some formal and informal situations in which interpersonal communication takes place.

INTERPERSONAL COMMUNICATION

FORMAL

- Taking part in meetings or conferences
- Sales counters
- Job interviews

INFORMAL

- Private discussions with friends or family members
- Corridor discussions
- Conversation in canteens or restaurants

Face to face communication would also mean a lot of nonverbal communication and immediate reply to questions. Interpersonal communication is essential in business, organizations and services. There is no substitute for people talking and reacting.

GROUP COMMUNICATION AND PUBLIC COMMUNICATION

Let us think of a a group of people meeting for a particular reason. It may be a group of residents of a street or *mohalla* or students meeting a teacher or a student leader. In the first case the group will be addressed by a leader or a chairman and then others, who are known to each other, may also participate in a discussion. Such situations in which a group of people, generally known to each other meet and talk to each other are common. This may be called ***group communication.***

Fig. 1.18: (a) Group communication

Have you ever attended an election meeting of a political party? Or heard a religious or spiritual leader giving a discourse? Such meetings and discourses are part of our public life today. Generally there is a stage or a platform or the roof of a vehicle for such a speaker to stand and speak. A microphone and a loud speaker are essential for communication here. Many people, may be hundreds or even thousands can be seen waiting for the speaker to begin. When the leader speaks a large number of people will be listening. One person here is speaking to a large number of people. Such communication is called ***public communication.*** The speaker can see or identify only those who sit in the front rows. So messages are given not to just one or two persons but to many. Unlike interpersonal communication, here, the speaker cannot see the audience. So it generally lacks the personal touch. Of course there are public speakers who can build immediate rapport or personal touch with the listeners. But unlike in group communication, here, people may not know each other.

Fig. 1.18: (b) Public communication

Public communication may be defined as a situation where many people receive messages from one person. The skills of the person are very important here in this situation. We can think of a number of political and spiritual leaders as excellent communicators. Again, unlike group communication, to reach out to a large number of people, microphones and loud speakers may be used .

INTEXT QUESTIONS 1.4

1. Fill in the blanks with the appropriate word/s:

   a. A situation in which a batsman is talking to himself while at the crease is called _____ communication.

   b. A conversation between two persons is called _____ communication.

   c. Conversation in a canteen is _____ interpersonal communication

   d. In ———— communication generally people are known to each other.

   e. In public communication, generally ———— people receive messages from ———— person.

1.8 WHAT YOU HAVE LEARNT

→ Understanding human communication
- development of human communication
- reasons for communication

→ Definition of communication

→ How do we communicate
- five senses of communication
- non verbal communication
- oral communication
- written communication

→ Types of communication
- intrapersonal communication
- interpersonal communication
- public communication
- group communication

Notes

1.9 TERMINAL EXERCISE

1. Explain the meaning of communication with examples.
2. Discuss the relevance of the five senses of communication in our day to day life.
3. Describe the advantages and disadvantages of oral and written communication.
4. Differentiate between different types of communication with examples.

1.10 ANSWERS TO INTEXT QUESTIONS

1.1 1. Refer to section 1.2

2. Refer to section 1.3

3. i) False ii) True iii) False

1.2 1. i) touch ii) sight iii) taste iv) hearing v) smell

2. Refer to section 1.4

1.3 1. a) True b) False c) False d) True e) False

1.4 a) intrapersonal

b) interpersonal

c) informal

d) group

e) many, one

2

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MASS COMMUNICATION

AIR FM Gold, AIR FM Rainbow, Radio Mirchi, Doordarshan, Star, Zee, Dishnet, Tata Sky… The list is unending. Breaking news, flash, sting operation, live coverage of cricket… The way we communicate has changed in the area of mass communication or for most people in the mass media.

We enjoy all that entertainment, music, reality shows, serials, beauty parades and fashion shows. From newspapers and magazines we have moved over to films , television and internet. All these are different forms of mass media and what they do is to communicate with the large unseen audiences nationally and internationally.

In this lesson, you will learn the meaning of mass communication and the different forms of mass media.

OBJECTIVES

After studying this lesson, you will be able to do the following :

- define mass communication;
- explain the functions of mass communication;
- describe the origin of mass communication;
- differentiate between different forms of mass media;
- describe the meaning of traditional media.

2.1 MEANING OF MASS COMMUNICATION

The simplest definition of mass communication is ***"public communication transmitted electronically or mechanically."*** In this way messages are transmitted or sent to large, perhaps millions or billions of people spread across the world.

How are these messages sent ?

They are sent through different forms of mass media such as newspapers, magazines, films, radio, television and internet. Media is the plural for the word medium or 'means of communication'.

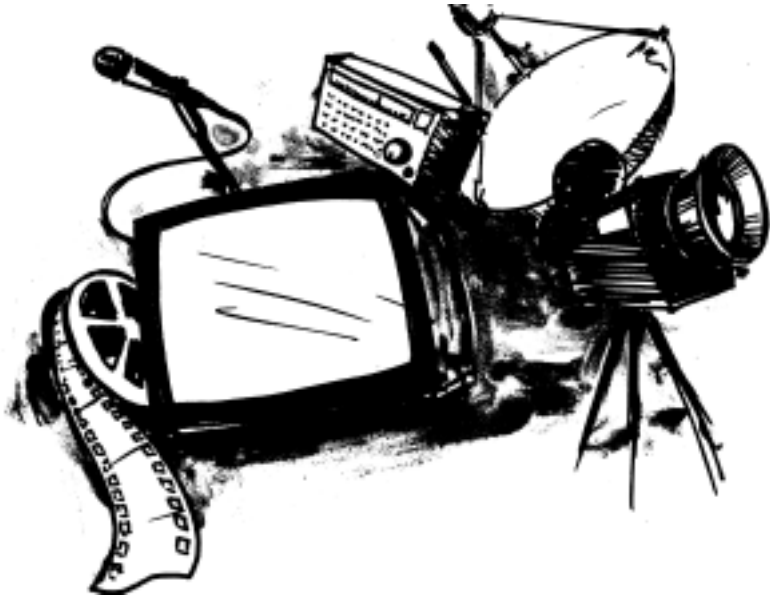

Fig. 2.1: Different forms of mass media

Means of communication is also called channel of communication. Mass communication can therefore also be defined as 'who', 'says what', 'in which channel', 'to whom', 'with what effect'.

Look at the following figure.

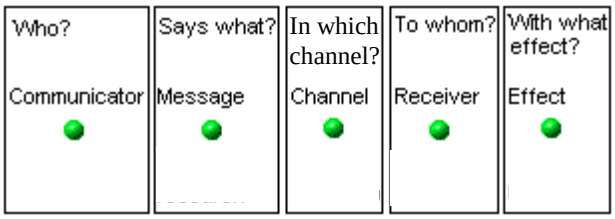

Fig. 2.2

'Who' : refers to the communicator.

Says 'what'?: Here 'what' means the message. What the communicator has written, spoken or shown is the message.

'In what channel': This refers to the medium or channel like the newspaper, radio, or television.

'To whom' : This refers to the person receiving the message or the receiver.

"With what effect": This refers to the impact of a message on a channel or medium. Let us assume that you have been informed about an event in a newspaper, or on radio of a social message. If this has changed your attitude towards a social evil like dowry or if a film song on television has entertained you, it may be called "the effect".

People who make films, write news, produce radio and television programmes or advertisements are all communicators who have a message for you. The medium through which messages are communicated such as newspaper, radio or television are the channels. That brings us to the functions of mass communication.

2.2 FUNCTIONS OF MASS COMMUNICATION

News and discussions may inform you; radio and television programmes may educate you; films and television serials and programmes may entertain you.

INFORM, EDUCATE AND ENTERTAIN

These are the functions of media.

Let us learn more about these functions of media.

Those who write, direct or produce programmes are people who give us messages. Let us consider the example of a news bulletin on radio or television or a news item in a newspaper. They inform us of some event or happening.… "A new President is elected", "The country has developed a new missile", "India has beaten Pakistan in cricket", "25 killed in a bomb blast"… All these **inform** us. These are properly designed or written messages given by people who are communicators.

A doctor speaks on radio or television or writes in a newspaper about how to prevent a disease. Experts tell farmers on radio or television about a new crop, seed or agricultural practice. Thereby, the farmers are **educated.**

All the commercial cinema, television serials and music programmes are **entertaining.**

The **channels** are the means through which messages are sent. These may be newspapers, films, radio, television or the internet.

Mass media have tremendous impact on their readers, listeners and viewers. That is the **effect.** People watch an advertisement on television and buy the product. They are motivated to buy the product to satisfy their needs.

Notes

When India became independent agriculture in the country was not developed. We did not produce enough rice or wheat to feed our people. We were importing food and the population was also growing fast. There were too many mouths to feed. So the government used the media, especially radio to change this situation. The farmers who were mostly illiterate were told to use the right seed, fertilizers and new techniques on farming. The effect was remarkable. We went through a revolution in agriculture and that was called the Green Revolution. Similarly, the media stressed on the need for small families. Many people followed the small family norm and decided to have only two or three children.

Take for example, the campaign on polio. The mass media informed and educated the people about the polio vaccine to eradicate polio. Messages are created using creativity and film stars deliver these messages. Have you seen Amitabh Bachhan saying "*Doh boond zindagi ki*" on television meaning "two drops of life"?

2.3 ORIGIN OF MASS COMMUNICATION

The term 'mass communication' may be considered as a 20th century development. Sending messages to a large number of people and at greater speed was what man was always looking for. There was a time when men on horseback travelled long distances to convey news about say, a war. Pigeons were used as postmen to deliver messages. You may have heard of Kalidasa who was one of the greatest Sanskrit poets. In his poem 'Meghdoot', a Yaksha (celestial singer) sends messages to his beloved through the clouds. The invention of paper and printing, and later newspapers, were the first steps towards mass communication. But it was only through the telegraph, invented by Samuel F. B. Morse in 1835, that messages could be sent to long distances using a code. The next step was to send messages through human voice. Alexander Graham Bell in 1876 succeeded in using wires to send the human voice across long distances. However, it was the invention of the radio by Marconi in 1901 which made sending of human voices over long distances possible. In 1947 the invention of the transistor made radio the most popular medium for sending voice messages. Today television, which can send voice as well as pictures, is found almost everywhere. This was invented by Baird in 1920.

Mass Media
Newspapers
Magazines
Advertising
Films
Radio
Television
Internet

Fig. 2.3

You may be wondering what actually is the difference between mass communication and mass media.

The moment someone mentions the term mass media, you would probably think of television because that is the most popular mass medium today. When we discussed mass communication we used the word 'channel' or 'medium'. Media , as you have already learnt is the plural of medium. A medium is just a means used to send messages. When we meet someone and speak to that person, it is face to face communication. But when we talk about a mass medium like television it is not face to face communication. There is a mass or a very large number of people watching it.

The first medium used to communicate with a large number of people was the newspaper. Then came a truly mass medium, the radio invented by Marconi. Newspapers had limitations like the time factor. News had to be collected, compiled, edited and printed in advance and then sent for people to read them. All these took plenty of time. For example, what you read in your morning newspaper was printed around midnight. That means it does not contain anything that happened after midnight. Of course, those who read a newspaper have to be literate. You will learn more about different forms of mass media in the subsequent modules.

INTEXT QUESTIONS 2.1

1. List at least five forms of mass media.
2. Name any one function of media with an example.

2.4 PAPER

You have already studied that the invention of paper was a turning point in communication.

Before the invention of paper, writing was done on rocks, leather, palm leaves etc. You might have seen some old writings on rocks or, say, some 'stupas' of Ashoka or some old Sanskrit or other Indian language documents written on palm leaves. Though the Chinese are credited with the use of some sort of paper in 105 AD, the word 'paper' is derived from the name of a plant Papyrus, that grows on the banks of river Nile in Egypt.

For us, today, paper of different kinds and colours is neither a wonder nor a rare thing. Can you think of a world without paper? Your studies are almost entirely dependent on paper.

Notes

Your textbooks, note books, copies, examination question papers, different forms you fill in to join an educational institution , the answer sheets that you use to write the examination are all made of paper. Can you also think of a world without newspapers, magazines and even wall posters?

With paper universally available, ideas and thoughts of people could be shared by others. Paper plays an important role in every field of literary human activity, from education and knowledge to entertainment and business. Train, bus, air or cinema tickets are all made of paper.

2.5 PRINTING

It is believed that Johannes Gutenberg of Germany was the first to develop printing around 1439. With printing, there was a revolution in the way communication developed.

Knowledge and information, which were till then the monopoly of certain sections of the upper strata of society, slowly became available to ordinary people. Spread of knowledge, available in print between two hard covers, was fast. Schools, colleges and universities were places with their libraries making books available to those who wanted to read even if they could not afford to buy them. Later newspapers and journals also became popular.

Fig. 2.4 : Print Media

The printing process that Gutenberg developed later underwent much changes and mechanization. Today printing has become highly sophisticated and the print media, namely newspapers, weeklies and monthlies use these modern printing presses which are capable of printing very fast. Computers have further improved printing operations. You will learn more about printing in your next module on 'print media'.

Activity 2.1

Visit a small printing press near your place and later a newspaper printing press to understand how printing is done.

INTEXT QUESTIONS 2.2

1. Match the following:

i)	paper	palm leaves
ii)	early writing	developed printing
iii)	Johannes Gutenberg	papyrus
iv)	print media	India Today
v)	weekly	newspapers

2.6 DIFFERENT FORMS OF MASS MEDIA

NEWSPAPERS AND JOURNALISM

You have already studied that the invention of paper and printing led to the development of newspapers. Newspapers are printed and published for providing information of public interest, advertisements and views. These publications are usually issued daily, weekly or at other regular intervals. Newspapers were first published in countries like Germany, Italy and the Netherlands in the 17th century. Later it spread to countries all over the world. Early owners of newspapers were people who took up journalism to fight social problems. You may now ask what is 'journalism'. Journalism involves the collection of information and communicating it. It also involves the selection and editing of information and printing and presentation of events, ideas, information and controversies in their proper context. You will learn more about this in your next module.

Journalism was started in India during the British days by Englishmen and later by national leaders and social reformers like Raja Rammohan Roy, Bal Gangadhar Tilak and later Mahatma Gandhi. They used journalism to fight the British during our freedom movement. Gandhiji started the Indian

Notes

Opinion in 1903 in South Africa to fight for the rights of the Indians there. Later in India he started the 'Harijan' and wrote for 'Young India'. Today in India, a large number of newspapers in various languages reach millions of people every morning.

You will also learn more about newspapers in the module on 'print media'.

WIRELESS COMMUNICATION

When we discussed the origin of mass communication two inventions were mentioned . The first was the efforts of Samuel Morse in sending messages using a code in 1835. Later on the international Morse Code was developed in 1851. Until, recently we had the electric telegraph of Morse to send messages across the continents. In course of time messages could be sent without using any wires or cables. The cell phone that we use today is a fine example of wireless communication.

PHOTOGRAPHY

You may be familiar with a camera and of course photographs. In photography, images are produced using light. Photography was developed in the 19th century by two people from France, Nicephore Niepce and Louis-Jacques-Mande Daguerre. Till a few years back we were taking black and white photographs. Later colour photographs could be taken using an emulsion. Newspapers, magazines and advertisements used photography. By the end of the 20th century photographers began using the digital technology, making photography easier and the cameras user friendly. Even cell phones today have such digital cameras.

FILMS

In the previous section, we discussed photography. The pictures or photographs taken using a camera may be called 'still photographs' because they are permanent and do not move. The logical development from still photography was what we call 'motion pictures' or 'movies'. In this technology, a series of still photographs on films were projected in rapid succession onto a screen. The camera used for this was called a movie camera. The motion picture machines used to project the films into moving images and later talking pictures were developed by Thomas Alva Edison in the USA and the Lumiere brothers in France. In fact the Lumiere brothers came to India and showed moving pictures in Bombay. Just as in Hollywood in America, India also developed the art and technology of motion pictures.

First they were silent and then the talkies came in 1927. The first Indian motion picture was ***Raja Harischandra*** by Dada Saheb Phalke and the first talkie was ***Alam Ara.***

Today films are an integral part of our lives. Films brought in the cult of stars. Who are your favourite film stars? In India the early films were based on mythology and later social issues were also taken up which continues even today.

Activity 2.2

Write down the names of two Indian films which were based on social issues.

RADIO

From mere curiosity and technical experiments radio became a truly powerful and popular medium of mass communication. After it was developed in the west we had radio by the 1920s and the first formal radio station was started in Bombay. You will learn about radio in detail in the module on 'Radio'.

TELEVISION

One of the technological marvels of the 20th century was television invented in 1920 by Baird. In India, television started in 1959 on an experimental basis and the first television station was set up in Delhi. The beginnings were modest and slow but television was popular and became available in colour in 1982. Today Doordarshan has one of the largest television networks. From early 1990s satellite television also came to India and later Direct to Home (DTH) television. You will learn more about television in a later module.

NEW MEDIA

Development and widespread use of computers and information technology have resulted in the emergence of what is called 'new media'. It includes computers, information technology, communication networks and digital media. This has led to another process in mass communication called 'convergence'. Convergence means coming together of many forms of media and other formats like printed text, photographs, films, recorded music or radio, television etc. Though it is hard to separate old media from new media the world wide web or internet has changed the way in which we communicate. You will learn more about this later.

TRADITIONAL MEDIA

Traditional media are a part of our country's rich heritage. They have as a base our strong oral tradition. They belong to our own land and are strongly rooted in our culture. They are as varied and diverse as our culture itself.

Life in India is deeply influenced by agriculture and religion. So also are the seasons. From very ancient days we have been having fairs and festivals celebrated with spontaneous songs and dances. These songs and dances are traditional forms of media which inform, educate and entertain people.

The advent of more faster forms of media has affected traditional media. However the performers or communicators and the audience in traditional media are known to each other unlike in radio or television. The environment in which the performances take place is natural, known and friendly. The messages are also simple; the content known and the language and idioms are familiar. Unlike other modern media, people never get tired of them.

Let is consider the example of the Ram Lila celebrated and performed all over north India. The story of Ramayana is known to every one and so are the performers. They repeat the same story every year, yet people come in large numbers to see them. But can you see an ordinary Hindi film a number of times?

There are several forms of traditional media in our country. They are known by different names in different regions. Some common examples of traditional media are story telling, folk songs, street theatre and puppetry.

Some forms of traditional media like traditional songs and mythological stories are written down as proper text. But different forms of folk media are generally spontaneous or are made on the spot.

INTEXT QUESTIONS 2.3

1. List any three forms of traditional media found in India

   _____

   _____

2. What is meant by the term ' convergence'.

   _____

2.7 WHAT YOU HAVE LEARNT

Mass Communication

→ Definition of mass communication

→ Functions of mass communication

- inform
- educate
- entertain

→ Origin of mass communication

- invention of paper and printing
- invention of telegraph, radio and television

→ Different forms of mass media:

- wireless communication
- photography
- newspapers
- radio
- television
- films
- new media
- traditional media

2.8 TERMINAL EXERCISE

1. Define the term ‘mass communication ‘ with examples.
2. Describe the functions and origin of mass communication.
3. Explain briefly the different forms of mass media.

Notes

2.9 ANSWERS TO INTEXT QUESTIONS

2.1 1. i) newspapers ii) films iii) radio iv) television v) internet vi) any other

2. Refer to Section 2.2

2.2 1. i) papyrus ii) palm leaves iii) printing iv) newspapers v) India Today

2.3 1. Refer to Section 2.6

2. Refer to Section 2.6

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3

ROLE AND IMPACT OF MASS MEDIA

As the largest democracy, India is considered a role model for a large number of developing countries. We have state and central governments elected by the people. We have a government run by our own elected representatives, known as Members of Legistative Assembly (MLAs) in the state and Members of Parliament (MPs) at the centre. Modern democratic governments have the following:

a) A Legislature, i.e. State Assemblies and Parliament, responsible for framing laws and decide the way we run our affairs.

b) An Executive: The Governor, the Chief Minister and the Ministers who run the state and the President, Prime Minister and the Council of Ministers who run the country.

c) A Judiciary: The Supreme Court, High Courts and other courts which decide whether laws and the constitutional provisions are followed by the elected governments.

These institutions run the government of the country for the welfare and development of all the people. In a democracy, the people should know what the three institutions, namely the Legislature, the Executive and the Judiciary are doing for the welfare of the people. These institutions in turn need to know how the people are reacting to what they are doing. The main role of the mass media is to act as a bridge between the people and the government. So, in that sense, media can be considered as the fourth institution in a democracy.

OBJECTIVES

After studying this lesson, you will be able to do the following :

- explain the role of media in a democracy;
- describe the role of media in society;
- explain the meaning of media ethics;
- enumerate the positive and negative effects of media.

Notes

3.1 MASS MEDIA AND DEMOCRACY

Now let's see how the mass media like newspapers, radio and television play the role of acting as a bridge between the government and the people. Let us consider an example. The government decides that the prices of petrol and diesel will either be increased or decreased. That decision needs to be conveyed to the people. This is done by the media. The media not only inform the people about it but also explain the effect of that decision taken by the government on the people.

Let's take another example. The agriculture department of your state or the Indian Agricultural Research Institute develops a new improved, high yielding strain of wheat or rice. Farmers should be given information about the new variety, how it has to be used or what benefits they would get if they use it. Here again, it is the media that does this. But how does the media do this? Different forms of mass media such as print media, radio, television, traditional media and the internet are used to disseminate information. You will learn about this in detail in the subsequent modules.

Government Media Agencies/Departments

How do the central and state governments inform the public about their policies?

Governments use the mass media and also have media agencies and departments. These agencies of the central governments function under the Union Ministry of Information and Broadcasting. As the name suggests, it has agencies and departments in:

(a) Information and

(b) Broadcasting.

These agencies give out information about the policies and programmes of the government.

Simlarly, every state government disseminates information about its policies and programmes through its media agencies.

You will learn more about these agencies in the module on Advertising and Public Relations.

INTEXT QUESTIONS 3.1

1. Fill in the blanks with appropriate word/s:

   i) ……. is the largest democracy in the world.

   ii) The government in India is run by …….

iii) Media ……. the people about the actions taken by the …….

iv) Media can be considered as the ……. institution in a democracy

v) Using mass media, ...…….. and ....…….. of people can be changed.

2. List the three essential institutions of a modern democratic government

3. State any two ways in which mass media can contribute in a democracy.

3.2 FUNCTIONS AND RESPONSIBILITIES OF THE MEDIA

Mass media is a tremendous source of information for individuals as well as society. In the previous section, you have learnt about the role of mass media in a democracy. Let us now see how the media perform their functions to bring about changes.

- **Mass Media Can Help in Change**

Using mass media, people's attitudes and habits can be changed. For example, all of us have mistaken or wrong notions about various disceases like leprosy or HIV/AIDS. Many of us think that by touching people suffering from these diseases we would be infected. You might have heard on radio or watched television programmes or read messages which tell us that by touching an HIV/AIDS patient we do not get infected.

Similarly, for eradicating polio there are special programmes and messages disseminated through the media. They inform people about the need for giving polio drops to children and about the day that is declared a 'polio day.' Special arrangements are made to give polio drops to as many children as possible on polio day.

Change would also mean things for the better. The concept of development of a country is again a matter of change, when old practices and equipment are changed and new, better and more efficient means are being used. The mass media play an important role in communicating this change. By giving the necessary information, and sometimes skills, the media can help bring about this change. You may ask how media can impart skills. A mass media like television can demonstrate and show how things work. You would have seen on television how a certain dish is cooked using modern kitchen equipment.

- **Mass Media have made the World Smaller and Closer**

The speed of media has resulted in bringing people across the world closer. Let us take an example. When you watch a cricket match between India and another country in England, Australia or New Zealand, live on televi-

Notes

sion, you feel you are part of the crowd in that stadium. Events, happy or sad, happening anywhere can be seen live. Sometimes we feel that the entire world is one big family. You might have heard the term "global village". It means that the whole world is shrinking and becoming a village. Wherever we go to any part of the world, we see the same products such as soft drinks, television, washing machine, refrigerator etc. and the same type of advertisements. Similarly, the world wide web and internet have brought people and countries much closer.

- **Mass Media Promotes Distribution of Goods**

Mass media are used by the consumer industry to inform people about their products and services through advertising. Without advertising, the public will not know about various products (ranging from soup to oil, television sets to cars) and services (banking, insurance, hospitals etc.) which are available in the market as well as their prices. Thus mass media help the industries and consumers.

3.3 MEDIA ETHICS

We have seen how powerful the mass media are. By their very nature media and the media people meaning journalists of the print media, radio and television are quite powerful. So politicians, bureaucrats and the police look at them with apprehension. Generally they do not want to be in the media if the reports are not in their favour. If the media people praise them, they are happy. So by and large people try to be friendly with the media. But for the media this power comes with tremendous responsibility. If they misuse that power to do wrong things or trouble others, people will stop trusting them. Like in any other profession, like law or medicine, the media also need to have a code of ethics or guidelines on what is right or wrong. In the case of lawyers and doctors, there are clear codes of ethics, and anyone who violates the code can be punished, or removed from the profession. But in the case of the mass media there are only a few guidelines and no strict code of conduct. The Press Council of India is one of the organizations which issues guidelines on media ethics. To keep the fair name of the profession, the media practitioners need to follow certain ethical codes which are listed below:

a) **Accuracy:** The information provided by media persons in the print media, radio, television and internet has to be accurate. If incorrect or baseless information is given, it can harm the interests of individuals, institutions and the country. For being accurate, media persons have to verify the correctness of their facts. For example, if only 50 people have died in an accident, the media cannot give out the figure as 200 or 500. If a media person writes against anybody or accuses someone of dishonesty, that person should be given an opportunity to give his or her version of the story.

b) **Confidentiality:** A media person maintains confidentiality of

information revealed by various sources.

c) **Protection of sources:** A source which has provided confidential information should never be revealed. For example if a government official provides information pertaining to his department, media person should not reveal the name of the person in order to protect him from any harm.

d) **Right to privacy:** A journalist should respect the right of a person to have privacy. That would mean that a journalist should not write about the private life of ordinary citizens.

e) **No incitement to violence:** Mass media should not motivate or provoke people to indulge in violence or crime. Glorifying violence in writings should also be avoided.

f) **No vulgarity or obscenity:** Mass Media should not write, display or broadcast anything that is vulgar or obscene.

g) **No Communal writing:** India is a country where people follow diverse faiths and religions. Our Constitution believes in secularism, which means respect for all faiths and religions. It is easy for the media to create problems between sections with different faiths and religions by writing about them or broadcasting issues which can promote communal problems. There have been several occasions when communal riots and killings have taken place based on media reports. The media has to ensure that it works in the interest of the public.

3.4 IMPACT OF MEDIA

You have seen in the earlier sections the tremendous impact of the media on people. Just as a coin has two sides, the impact of mass media also can be positive or negative. Now let us list some of the positive and negative effects of media.

POSITIVE EFFECTS	NEGATIVE EFFECTS
• Media provide news and information required by the people. • Media can educate the public. • Media helps a democracy function effectively. They inform the public about government policies and programmes and how these programmes can be useful to them. This helps the people voice their feelings and helps the government to make necessary changes in their policies or programmes.	• The traditional culture of a country is adversely affected by mass media. • Entertainment has become the main component of mass media. This affects the primary objectives of media to inform and educate the people. • Media promote violence. Studies have proved that violence shown on television and

- Media can entertain people.
- Media can act as an agent of change in development.
- Media has brought people of the world closer to each other.
- Media promote trade and industry through advertisements
- Media can help the political and democratic processes of a country.
- Media can bring in positive social changes.

cinema have negative effects on children.

- Mass media promote the desire in people to buy and own products that are advertised through the media but which may not be essential for them.

INTEXT QUESTIONS 3.2

1. List five ethical codes to be practised by media persons.
2. Write any three positive and negative effects of media.

3.5 WHAT YOU HAVE LEARNT

→ Role and impact of mass media

→ Mass media and democracy

→ Functions and responsibility of media

- source of information
- help in change
- has brought the world closer
- promotes distribution of goods

→ Media ethics

- accuracy
- confidentiality
- protection of sources
- right to privacy
- no incitement to violence
- no vulgarity or obscenity
- no communal writing

→ Impact of media

- positive
- negative

3.6 TERMINAL EXERCISES

1. Explain in detail the relationship between mass media and democracy.
2. What are media ethics? List out the ethical codes to be practised by media persons.
3. Discuss the various positive and negative effects of media on people.

3.7 ANSWER TO INTEXT QUESTIONS

3.1 1. i) India
ii) elected representatives
iii) inform, government
iv) fourth
v) attitudes and habits

2. Legislature, Executive and Judiciary
3. Refer to section 3.1.

3.2 1. Refer to section 3.3.
2. Refer to section 3.4

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4

DEVELOPMENT COMMUNICATION

In your earlier lesson, you have learnt that effective communication is a two way process. So far, we have seen that the term 'communication' suggests the use of different forms of media such as printed materials, radio, television and so on.

You must also know that communication is used as an empowerment tool. In other words, communication is used as a tool to facilitate the participation of people in development activities.

Knowledge and information are essential for people to successfully respond to the opportunities and challenges of social, economic and technological changes. But to be useful, knowledge and information must be effectively communicated to people.

Millions of people in developing countries are excluded from a wide range of information and knowledge, with the rural poor in particular remaining isolated from both traditional media and new information and communication technologies which would improve their life.

In this lesson, you will learn about the use of communication to promote development activities.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- define development communication;
- explain how different forms of media are used for development communication;
- enlist some of the core areas of development;
- explain development campaigns.

4.1 DEVELOPMENT COMMUNICATION : DEFINITION

Here, in 'development communication', you see that there are two words- 'development' and 'communication'. By now, you know what communication means. You have also learnt that communication is a message understood or sharing of experience. When we refer to communication, in the context of development, we refer to various types of communication like interpersonal, group and mass communication.

Now let's try and understand the term 'development'. It is not easy to define this as it depends on the context. Development is about change. It is about changing for the better. It could be about social or economic change for improvement or progress.

When we refer to development communication, it is about such communication that can be used for development. It is about using communication to change or improve something. Here we use different types of messages to change the socio-economic condition of people. These messages are designed to transform the behaviour of people or for improving their quality of life.

Therefore, development communication can be defined as the use of communication to promote development. Those who write or produce programmes on issues related to development are called development communicators.

Role of a development communicator

The development communicator plays a very significant role in explaining the development process to the common people in such a way that it finds acceptance.

In order to achieve this objective a development communicator:

- has to understand the process of development and communication;
- should possess knowledge in professional techniques and should know the audience;
- prepare and distribute development messages to millions of people in such a way that they are received and understood, accepted and applied.

If they accept this challenge they will be able to get the people to identify themselves as part of a society and a nation. This identity will help in bringing human resources together for the total welfare of the individual and the community at large.

Notes

4.2 DEVELOPMENT COMMUNICATION USING VARIOUS MEDIA

The history of development communication in India can be traced to rural radio broadcasts in the 1940s in different languages.

Have you ever heard a rural programme on radio? If you come from a rural area, you probably would have heard. People who present these programmes speak in a language or dialect that the people in your area speak. The programmes may be about farming and related subjects. The programme may comprise of interviews with experts, officials and farmers, folk songs and information about weather, market rates, availability of improved seeds and implements. There would also be programmes on related fields.

During the 1950s, the government started huge developmental programmes throughout the country.In fact, when Doordarshan started on 15th September 1959, it was concentrating only on programmes on agriculture. Many of you might have seen the 'Krishi Darshan' programme on Doordarshan.

Later in 1975, when India used satellites for telecasting television programmes in what is known as SITE (Satellite Instructional Television Experiment), the programmes on education and development were made available to 2400 villages in the states of Andhra Pradesh, Bihar, Karnataka, Madhya Pradesh, Orissa and Rajasthan.

As far as the print media is concerned, after Independence when the Five Year Plans were initiated by the government for planned development, it was the newspapers which gave great importance to development themes. They wrote on various government development programmes and how the people could make use of them.

If the print media have contributed to development communication, the electronic media – radio and television especially All India Radio and Doordarshan have spread messages on development as the main part of their broadcasts.

However, amongst all the media that are used for development communication, traditional media are the closest to people who need messages of development like the farmers and workers. Such forms of media are participatory and effective.

You may have seen construction workers cooking their meal of dal and rice over open fires in front of their tents set up temporarily on the roadside. They need to be educated about the values of balanced nutrition, cleanliness, hygiene and water and sanitation.

Have you wondered how messages on such issues are communicated ?

In various parts of India, groups of volunteers use street theatre as a medium for development communication. This is done through humorous skits and plays through which the importance of literacy, hygiene etc. are enacted.

The content for the skits is drawn from the audience's life. For example, they are told about "balanced nutrition" . This means supplementing their staple diet of dal and rice with green leafy vegetables known to cure night blindness, an ailment common among construction workers.

Similarly, female construction workers and their children are taught how to read and write.

However, problems in communicating a message in an effective way has been a matter of concern to development workers. How can people be taught new skills at a low cost? What would be a good way to deal with sensitive topics such as health issues? How can complicated new research, like that in agriculture for example, be simplified so that ordinary people can benefit?

One option has been the use of comics. But, in order to achieve the desired results, these comics should be created locally.

But what are 'comics' ? You must have all at some point of time read a comic.

Comics involve story telling using visuals which must follow local ideas and culture in order to be understood correctly by people.

The important thing about comics is that they are made by people on their own issues in their own language. So, readers find them closer to their day-to-day lives.

Programmes are organized in the remote areas of Jharkhand, Rajasthan, Tamilnadu, and the North East to provide training to rural communicators to enable them to use comics in development communication.

Information on sensitive health issues such as HIV/AIDS has been communicated throught the medium of comics in several states.

However, you must understand that development communication using various media is possible only with the active involvement of the following:

(i) Development agencies like departments of agriculture.

(ii) Voluntary organizations

(iii) Concerned citizens

(iv) Non governmental organizations (NGOs)

Humourous : funny, amusing

Notes

Whenever we speak about development, the contribution of voluntary groups, concerned citizens and non governmental organizations cannot be ignored. Actually these groups help the government in implementing development programmes. Of course the government, both central and state have various departments to reach out to people on various issues. The NGOs undertake studies, conduct research and develop appropriate messages for spreading awareness on various issues pertaining to development.

Acivity 4.1

You may visit an NGO in your locality and find out the activities which they carry out for development.

INTEXT QUESTIONS 4.1

1. Define the term‘ Development Communication’.
2. List the different forms of media used for development communication.
3. Name three groups which are actively involved in development communication activities.

4.3 CORE AREAS OF DEVELOPMENT

You must know that the basic purpose of development is to enlarge people’s choices and create an environment for people to enjoy long, healthy and creative lives. Let us list some of the core areas of development.

- Agriculture
- Fisheries
- Animal Husbandry
- Food Security
- Communication
- Irrigation
- Public Works
- Employment
- Environment
- Ecology
- Income generation activities
- Education

- Health and Sanitation
- Family welfare

If you are involved in development communication, you need expert guidance and relevant information to inform people. You may seek that expertise from the following:

- Agricultural schools and colleges
- State agriculture department
- State Horticulture Department
- Universities and Colleges
- State Fisheries Department
- Registrar of Co-operative Societies
- Soil Testing Laboratories
- Poultry Farms run by the Government
- Krishi Bhawans and Model Farms
- Community Development Blocks
- Primary Health Centers
- Animal Husbandry Department
- Government Financial & Banking Agencies
- Local NGOs
- Sericulture Farms

4.4 DEVELOPMENT CAMPAIGNS

You may be familiar with the term 'election campaign'. During elections we use communication to change the way people vote – from one party to another or from one candidate to another. For this, we use public meetings, print material, advertising on radio and television etc. The campaign kicks off before the election process starts and ends with the announcement of results. It's purpose is to see that a particular individual or group of people vote for a particular candidate or party.

Similarly for development communication we may use the print media, radio and television. Sometimes they are time bound programmes for a certain period. Let us counder an example. A particular Sunday in a month is identified for polio immunization. There are also weekly, fortnightly and monthly campaigns on development themes. Let us take another example of the Sarva Shiksha Abhiyan (Education for all programme) in our country.

This is an effort to provide useful and relevant elementary education for all children in the 6-14 age group by 2010 with the active participation of the community in the management of schools.

People interested in development communication should understand their audience i.e, readers, listeners or viewers. They should also know the needs of their audience so that whatever medium is used, the messages are relevant. The messages then have to be passed on in the most attractive manner.

The need for development communication continues since a large population of India lives in rural areas and they need government support. Therefore, communication from the government remains highly significant.

New forms of communication such as Public Information campaigns are held in villages to disseminate information. Participation of the local community is also encouraged.

INTEXT QUESTIONS 4.2

1. List any five core areas of development.
2. Give three examples of development campaigns that you have recently come across in any form of media.

4.5 WHAT YOU HAVE LEARNT

- Definition of development communication
- Development communication using various media
- Core areas of development communication
- Development campaigns and examples

4.6 TERMINAL QUESTIONS

1. Explain the term‘ development communication’ using examples.
2. Discuss the use of different forms of mass media in development communication.
3. Read any newspaper for a period of at least ten days and list out the development campaigns that you come across during that period.

4.7 ANSWERS TO INTEXT QUESTIONS

4.1 1. Development communication can be defined as the use of communication to promote development.

2. i) Refer to section 4.2.

3. i) voluntary organisation

ii) concerned citizens

iii) Non Governmental Organisations (NGOs)

iv) any other

4.2 1. i) agriculture

ii) fisheries

iii) animal husbandry

iv) food security

v) communciation

vi) any other

2. example : polio immunisation campaign

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5

INTRODUCTION TO PRINT MEDIA

In the previous module, you have learnt about different forms of mass media. Print media, as you know is one of them. Print media is one of the oldest and basic forms of mass communication. It includes newspapers, weeklies, magazines, monthlies and other forms of printed journals.

A basic understanding of the print media is essential in the study of mass communication. The contribution of print media in providing information and transfer of knowledge is remarkable. Even after the advent of electronic media, the print media has not lost its charm or relevance. Print media has the advantage of making a longer impact on the minds of the reader, with more in-depth reporting and analysis.

OBJECTIVES

After studying this lesson, you will be able to do the following :

- identify the different forms of print media;
- discuss the history of early printing;
- describe the evolution of newspapers in India;
- differentiate between print and electronic journalism.

5.1 NEWSPAPERS

Print media generally refers to newspapers. Newspapers collect, edit and print news reports and articles. There are newspapers published in the evening also. They are called eveningers.

Why do people read newspapers ? They read newspapers for a variety of reasons. Let us consider a few examples.

Yesterday while going to the city you might have seen an accident. Two buses had collided and by the mere sight you could make out that many passengers must have been killed or injured. You were busy with your daily engagements and forgot about the accident. Only today morning you recalled that incident. You were curious to know more about it. You wanted to know how many passengers were killed or injured.

Where will you look for these details?

In a newspaper, of course. So you would pick up a newspaper and read all about the accident.

Fig 5.1: News of a rail accident

Ramu and Ravi were planning to go for a movie. Both got pocket money from their parents and permission to go for a film. Ramu asked Ravi whether he knows the names of films playing in different theatres in the City. Ravi was also not sure about it. So they picked up a newspaper. The paper gave all the details about films shown in different cinema halls in the city.

Notes

CINEMA IN CITY
BLOOD IN THE ROSE GARDEN
ROYAL- 3.PM, 7.PM, 9.PM
GRANDFATHER
SCREEN- 2.PM, 6.PM, 9.PM
MY SISTER
PALLAVI-2.PM, 7.PM, 9.PM
ROYAL : BLOOD IN THE ROSE GARDEN
3.00 PM, 7.00 PM, 9.00 PM
KING : THE MAN
3.00 PM, 7.00 PM
SCREEN : GRANDFATHER
2.00 PM, 6.00 PM, 9.00 PM
CORNATION : MY HORIZON
3.00 PM, 7.00 PM
MEGADHOODH : BRAVE MOTHER
2.00 PM, 8.00 PM
VISION : SHIP OF DISERT
3.00 PM, 7.00 PM
PALLAVI : MY SISTER
2.00 PM, 7.00PM, 9.00 PM
MASTER : HINDUSTHAN
3.00 PM, 6.PM, 9 PM
AKKAD : TARGET & RESCUE
3.00PM, 7.00PM, 9.00PM

Fig 5.2: Cinema theatre list

You must have seen such columns in the newspaper. They appear under the title 'entertainment'. So you look into the newspaper for entertainment also.

Raju is a resident of Bhopal. He wanted to visit his uncle in Delhi. As he was busy during the weekdays, he was free only during weekends. Before booking the tickets, he wanted to know about the train timings. He used to see that the local newspaper carries a column on train timings. So he picked up that paper and decided on the train in which he should reserve a ticket.

Fig 5.3: Railway timings list

You must have seen such columns in newpapers. They give you such information. So you are reading the paper for information also.

Thus newspapers play a very important role in our daily life. We read the newspaper for :

- news
- entertainment
- information

5.2 HISTORY OF PRINTING

Have you seen a palm leaf? There was a time when people used to write on palm leaves. This was before the discovery of paper. Some of the old manuscripts written on palm leaves are preserved in our National Manuscript Library in Delhi.

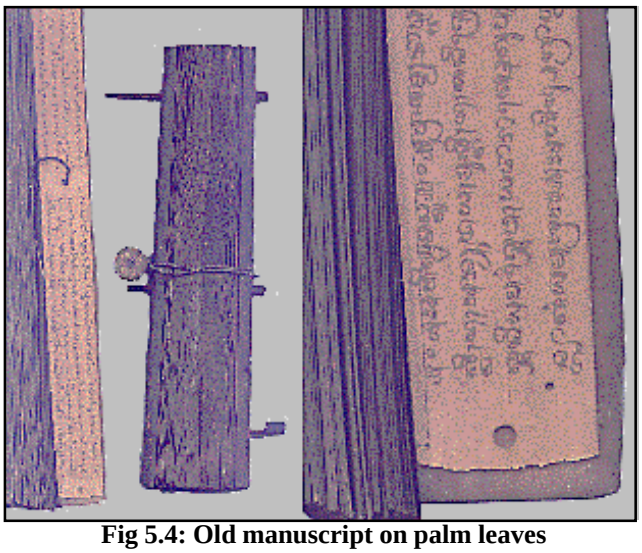

Fig 5.4: Old manuscript on palm leaves

Notes

The Chinese were the first to invent the art of printing. They made wooden blocks to print letters. This was started during the period of the Tang Dynasty in 600 AD. The oldest known surviving printed work in a woodblock is a Buddhist scripture of 684 AD. It is now exhibited in a calligraphy museum in Tokyo, the capital of Japan.

The first printed book published in China was the Buddhist text, the "Diamond Sutra" by Wang Chick in 868 AD. Some copies of the Buddhist scriptures printed in 1377 are preserved in museums in China.

Fig 5.5: Buddhist Text of 1377

Can you imagine a world without paper ? Nowadays paper has become an integral part of our life. We read papers in the morning, write on note books made of paper, send letters on paper, use paper boxes to carry things and so on and so forth. You have learnt in an earlier lesson how this paper is made.Though the Egyptians made paper by 3500 BC, it came to Europe only by the 11th century. The first paper mill in Europe was set up in Spain in 1120.

Block printing came to Europe by 1300. It is believed that Johannes Gutenburg of Germany had developed printing technology around 1439. Gutenburg also invented an oil-based ink for printing. He printed the Bible in 1450. It was in the Latin language and had 1282 pages .He used movable printing blocks for the book.

Printing technology came to India in 1556. It was the Jesuit priests who brought this technology to our country. The first book printed in India was in Portugese language in Old Goa. It was Doctrina Christa by St. Francis Xavier.

Fol.1

DOCTRINA Christiana.

PRANVI clisà.

TOdo fiel Chriſtiano-- es muy obligado— a tener deuocion— de todo coraçon— con la Santa Cruz,— de Chriſto nueſtra luz,— pues en ella— quiſo morir— por nos redimir— de nueſtro pecado,— y del enemigo malo;— y por tanto— te has de acoſtumbrar— a ſignar,y ſantiguar,— haziendo tres Cruzes,— la primera en la frente,— porque nos libre Dios— de los malos peſamiẽtos; la ſegunda en la boca,— porque nos libre Dios— de las malas palabras,— la tercera en los pechos, porque nos libre Dios— de los malos deſeos,—

Mipopo Sebodu, etc,enuaco, liẽe,deboclon, nique,tuegi, con la Santa Cruz, Lila,gue,mito; auto,nai, erè que, cu, nao,à loe, mano,nuque,guan, agua,ſopito,cuera, nueque, vnagua, doſſa, roguaco,aron,Cruces, megue,nuco, Vodu,demitoe, nuñera,nojaco; me veto,coo, Vodu,demitoe, apio,nuñera; aroe,rugi, Vodu,demitoe, yoro,nuñera,

A a dis

diziendo aſsi— etode,cuamos
Por la ſeña— dognia,
de la Santa Cruz— de la Santa Cruz,
de nueſtros enemigos— mique,toguc,
libra nos Señor— guremi,toe,
Dios nueſtro,— Vode,mito,
en el nombre del Padre, nico,dae;
y del Hijo,— Vie,
y del Eſpiritu Santo,— y del Eſpiritu Santo,
Amen Jesvs.— Amen Iesvs.

EL PADRE NVESTRO — DAYGVE, MITO.

PAdre nueſtro,— qee eſtas en los Cielos, ſantificado— ſea el tu nombre,— venga a nos— el tu Reyno,— hagaſe— tu voluntad,— aſsi en la tierra,— como en el Cielo,— el pan nueſtro— de cada dia— danoslo oy Señor,— y perdonano— nueſtras deudas, aſsi como nosotros—

Dargue, mito, etepi,evota,,gai, ſanctificado, ſoso,oli, vgua,mito mi; à lor tome, guanoque, orlrique, numo,ayfague, enumo,agai; ova,miro, vepa, ve, toe,nacle, ayale, gui,maredo, numo,miu,

pet-

Fig 5.6: Doctrina Christa

The invention of printing has revolutionised mass communication. Books are printed in large numbers and circulated in many countries. No other invention has had such an influence in the history of mankind.

INTEXT QUESTIONS 5.1

1. Write the names of any three national dailies.

   (i) .....

   (ii) .....

   (iii) .....

2. Who invented the art of printing ? What did they use for printing?

3 When and where was the first paper mill started?

5.3 THE FIRST NEWSPAPER

Which was the first newspaper published in the world? It is very difficult to point out a single newspaper as the first one. During the Maurya period,

Notes

kings used to circulate news to the people as proclamations. In ancient Rome, Acta Diurna, or government announcements, were published regularly. They were inscribed in metal or stone. These can be considered as the earliest form of newspapers. In China also, the government produced such news sheets called tipao.

Many researchers consider "The Peking Gazette", published from China, as the first newspaper. It was started in 618 .In the initial stages, this newspaper was hand written and distributed to the readers. Later it was printed and circulated. The Peking Gazette continued its publication till the beginning of the twentieth century.

Newsletters circulated by rulers were the first form of newspapers. In India, the East India Company circulated such newsletters.

According to the World Association of Newspapers, the first newspaper in the modern sense was published by Johann Carlous in 1605. The name of the paper is a bit long! " Relation aller Furnemmen und gedenckwandigen Historien". In 1609, another newspaper was started from Germany called " "File". Yet another newspaper in the modern concept was published from Venice called " The Gazette".

But many such earlier newspapers could not survive for long. The rulers were not happy with these publications as some of them started criticising their rule. So many papers were forced to close down. In USA, a newspaper " The Public Occurances" lasted only for a day. Similar was the fate of the "Daily Paper" started by James Asher in UK.

Newspapers underwent a lot of changes in their form and content after that. In England , "The Weekly News" was launched in 1622. The first newspaper in the modern concept was published in Oxford in 1655 .It was the "Oxford Gazette". The first newspaper to be published from London was the Daily Courant. It was edited by E. Mallet. In 1784, John Walter launched the "Daily Universal Register" from London which later adopted a new name " The Times". It is known to be one of the greatest newspapers in the world.

In USA, the first newspaper was "Public Occurances", which was launched in 1690. Postmaster John Campbell started another paper in 1704, "The Boston Newsletter". In 1783, "Pensilvania Evening Post" was started in USA that had all the features and content of a modern newspaper. Later in 1851 came "The New York Times".

Do you know which is the largest circulated newspaper in the world ? In which country is it published? The largest circulated newspaper is the "Yomi Yuri Shimbun" published from Japan. It has a circulation of 1, 45, 57, 000 copies per day. The second and third largest circulated dailies in the world are also published from Japan.

Activity 5.1

Find out the names of the world's second and third largest circulated dailies. Also find out the number of copies they sell.

5.4 NEWSPAPER PRINTING IN INDIA

Do you know the old name of Kolkata City? It is Calcutta. Did you know that Calcutta was once the capital city of India? From 1774 to 1922 Calcutta was the Capital of India. Calcutta has also many other firsts in the history of India. The first Railway Company was started here.The first Metro Rail was also in this City. The first Post and Telegraph office and the first western style bank were also opened in Calcutta. Our Supreme Court also began functioning from that city.

All of you must have heard about Nobel Prizes. Calcutta city gave the country five Nobel Laureates, Rabindranath Tagore, Sir C. V Raman, Mother Theresa, Ronald Rose and Amartya Sen.

You will find it interesting to note that Calcutta has one more first . It was from Calcutta that the first newspaper was published from India.

It was a Britisher who started the first newspaper in our country. On January 29, 1780 James Augustus Hickey launched the "Bengal Gazette". It has another title "Calcutta Advertiser". It was popularly known as "Hickey's Gazette". The first issue of the paper had two pages and later it was increased to four pages. It's size was 35 cms x 24 cms.

The British East India Company did not consider freedom of the press as good for society. They tried to suppress publication of newspapers. Hickey was a very bold editor. He continued his criticism of British authorities .He published reports attacking the East India Company officials. The British authorities arrested Hickey many times. Finally, they confiscated his paper and press in 1782 and stopped its publication. Hickey was asked to leave the country. He was sent back to England. Copies of the Bengal Gazette are still kept in the National Library in Kolkata and the British Museum in London.

Confiscation of a newspaper is a rare action taken by the authorities if that paper publishes some news report or article that they think is highly objectionable. Through confiscation, the government transfers the press and other materials of the publication to the treasury. Thereby, the office of the paper is sealed and the publication stopped.

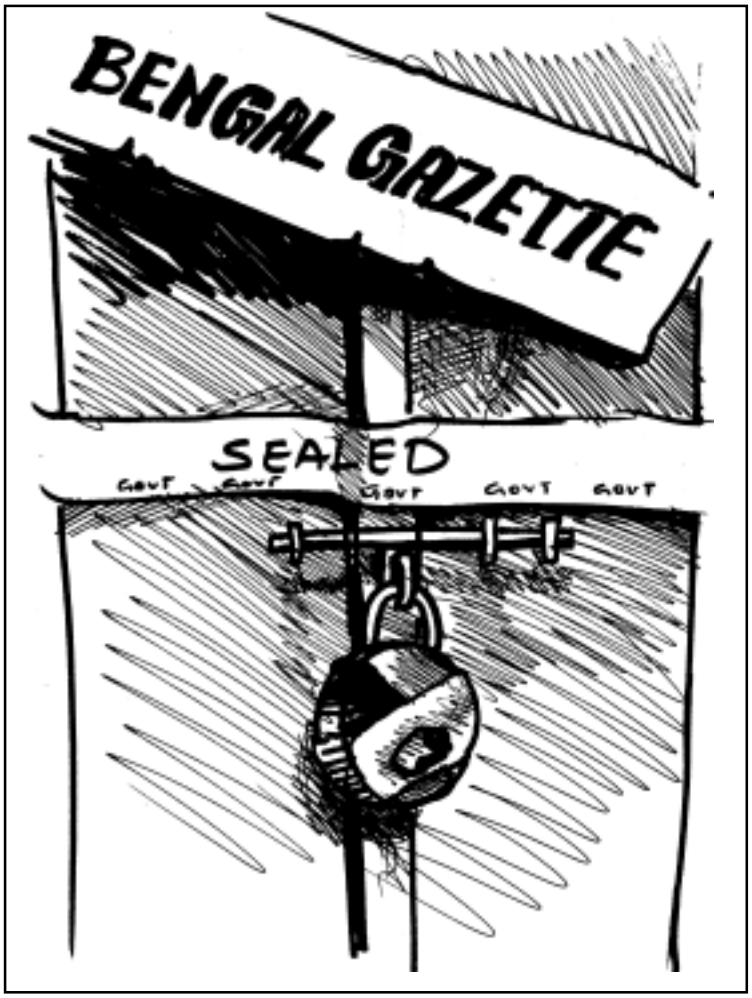

Fig 5.7

We have thus seen that Kolkata has a unique place in the history of Indian newspaper publishing. But it is all the more interesting to note that the second, third and fourth newspapers in the country were also launched from this city.

Following in Hickey's footsteps in 1780, the second newspaper was launched from Calcutta "The Indian Gazette". The "Calcutta Gazette" which started publication in 1784 and the "Bengal Journal" which was launched in 1785 were the third and fourth newspapers to come out from Calcutta.

All these four earlier papers were published in the English language. Slowly newspapers started coming out from other parts of the country also. The "Madras Courier " (1785) and " Madras Gazette" (1795) were started from Madras. From Mumbai, the "Mumbai Herald" was launched in 1789. The press regulations and censorship imposed by the British stood in the way of starting more newspapers in India. In 1818, Lord Hastings removed the strict censorship measures for a milder set of policies. This led to the emergence of many new newspapers, including many in Indian languages. Raja Ram Mohan

Roy who is known to have fought for the freedom of the press edited a Persian weekly called 'Mirat-ul-Akhbar'.

The first language newspaper in India was started in Kannada language, the "Kannada Samachar". But the publishers of this paper were not Indians, but foreign missionaries. The first Indian language newspaper published by an Indian was also launched from Calcutta , "The Bengali Gazette" by Gangadhar Bhattacharjee in 1816.

Fig 5.8: Mumbai Samachar

The Gujarati daily "Mumbai Samachar" published from Mumbai is the oldest existing newspaper not only in India but also in Asia. It was established in 1822.

Activity 5.2

Collect the names of five early newspapers in your state with year of starting.

Notes

INTEXT QUESTIONS 5.2

1. Which were the early newspapers in USA and UK ?
2. What is the importance of the city of Kolkata in Indian newspaper history?
3. When was the Bengal Gazette launched? What was it otherwise called?

5.5 CULTURAL AWAKENING AND FREEDOM MOVEMENT

Towards the end of the 19th century, many social reformers began actively campaigning for radical changes in Indian society. The reformation of Hinduism, the move for abolition of sati and efforts to encourage widow re-marriage were some of the major reforms. Inspired by these great leaders, many newspapers were started in different parts of the country. All this led to a boom in the newspaper industry in India.

Some of the leading English newspapers were also launched during this time. "The Times of India" (1861) was started as a paper supporting the British. Many of you might have heard about "The Jungle Book". The author of

"The Jungle Book" , Rudyard Kipling, started "The Pioneer" in 1866 from Allahabad. "The Amrita Bazar Patrika"(1868), "The Statesman" (1875), "The Hindu" (1887) and "The Tribune"(1880) were also started during this period. "The Hindustan Times" was started later, in 1923. In the regional languages, some papers that were launched during that period continue even now as leading papers like "Malayala Manorama" (1888).

When Mahatma Gandhi returned to India, he gave a great impetus to the freedom movement. He was also a great editor. He took over "Young India", the weekly started by the Home Rule Party in 1918. Gandhiji also launched another weekly, called the "Navjeevan", in Gujarati. Later, Gandhiji started the "Harijan" under the editorship of Mahadev Desai. Gandhiji insisted that his papers will not carry any advertisements. But all his publications had wide circulation among readers.

Fig 5.9

Fig 5.10

Fig 5.11: Navjeevan

Can you guess how many newspapers in India have crossed 100 years of publication and are still in circulation? There are 41 such newspapers in the country and are called centenarian newspapers. Among English dailies, four have crossed this mark: The Times of India, The Hindu, The Tribune and The Statesman. Among language newspapers, Mumbai Samachar, Amrita Bazar Patrika, Malayala Manorama and Deepika are among the centenarians.

You will be learning more about language newspapers in lesson 9.

5.6 ADVENT OF MODERN TECHNOLOGY

Have you ever wondered how the pages of a newspaper are printed ?

From the days of wooden block printing, newspapers have undergone a sea change. Technological revolution has modernised the print media. For a long time, these were produced by hand composing. Later, these were replaced by monotype and linotype. In this process, a machine operated by a key board was used to compose letters. This has also become obsolete now. Typesetting in computers, offset printing and laser printing have taken over. Desktop publishing has become quite common now.

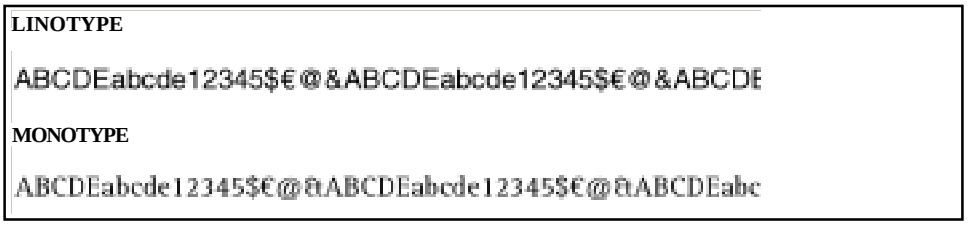

Fig 5.12: Monotype, Linotype

In earlier days, newspapers were printed only in black and white. Colour printing was not possible at that time. But now almost all the newspapers print colour pages . Some papers print colour only in supplements and special pages. Colour printing has made the pages look brighter and attractive.

INTEXT QUESTIONS 5.3

1. Name three English newspapers launched at the end of 19th century in India.
2. Which is the oldest existing newspaper in India?
3. Name two publications started by Gandhiji.

5.7 SIZE OF NEWSPAPERS

You may have noticed the fact that all newspapers are not of the same size; some are big, some small and some are very small. Newspapers are classified into three categories according to their size. They are broadsheets, tabloids and Berliners or Midis.

Morning newspapers are generally broadsheets. They are big in size. In India, all major newspapers are broadsheets. Examples include “The Times of India “and “Hindustan Times”.Tabloids are only half the size of broadsheets. In India most of the evening papers are tabloids. Examples are “Mid-day” and “ Metro Now”.Presently some of the new morning papers have also adopted the tabloid format.

Fig 5.13: Broadsheet

Notes

Fig 5.14: Tabloid

Berliners or Midis are very small newspapers. European papers such as La Monde and La Stampa are Midis. " Mint " is the name of a Berliner published in India. In India, some magazines print special booklets in this format.

Can you now tell the size of the newspaper that you read every day ? Is it a broadsheet or a tabloid?

5.8 INTERNET PAPERS AND EDITIONS

Have you seen an internet cafe? Nowadays internet cafes are as common as STD /ISD booths. If you have not visited an internet café, please go and see what is happening there.

Internet is a computer based worldwide interlink network. It has no country barriers. So a person sitting in India can access an internet site in USA through the computer network. This has made revolutionary changes in communication the world over.

Recently almost all newspapers have internet editions. For example, the Hindustan Times or Indian Express or Times of India can be read on the internet through their net editions. Each paper has a dotcom name for their site, like www.hindustantimes.com or www.times of india.com. While you have to pay for buying a newspaper, the internet edition of that newspaper is free of charge and is accessible if you have a computer and internet connection.

Activity 5.3

Collect names of five internet editions of newspapers.

Some newspapers are published only on the internet. These are called web newspapers. One advantage of internet papers is that they are available worldwide.

INTEXT QUESTIONS 5.4

1. Write the names of five broadsheet newspapers.
2. Name three tabloid newspapers
3. Name three internet newspaper sites.

5.9 OTHER FORMS OF PRINT MEDIA

Filmfare, Champak, Grihasobha, Chandamama, India Today, The Week, Outlook . Are these names familiar to you ? They are also part of the print media. But they are not newspapers. They are called magazines. Can you tell the difference between newspapers and magazines ?

Like newspapers, magazines and weeklies are other forms of print media. They are published at regular intervals.

How do you differentiate beween them? A weekly is published once a week and a monthly once a month. A fortnightly is published once in two weeks. A bi-weekly is published twice every week. A tri-monthly is one which is published every three months. These are also known as quarterlies. Then there are certain publications that come out only once a year which are called annuals.

"India Today" is a weekly, while "Champak" is a fortnightly. "Grihasobha" and "Vanitha" are monthlies.

Fig 5.15: Magazines

Notes

5.10 DIFFERENCES BETWEEN PRINT MEDIA AND ELECTRONIC MEDIA

After the advent of printing nearly six centuries ago, the print media was the only form of mass communication. Then came the electronic medium. Though both print and electronic media deal with mass communication, there are certain basic differences.

	Print Media	*Electronic Media*
1.	Literacy is a basic requirement for the print media. Only a literate person can read it.	Even an illiterate person can watch a news bulletin and grasp its contents though the written matter on the screen cannot be read.
2.	Print media works according to a deadline. Usually a morning paper carries news received upto the midnight of the previous day.	There is no deadline for the electronic media. News can be updated anytime.
3.	In print media readers have the choice to go back and recheck. What they have read.	Viewers cannot go back and recheck what they have seen.
4.	Print media provides more scope for indepth analysis of events.	Less scope for such long indepth analysis.
5.	Print media does not provide scope for a live discussion.	Live discussions are possible.
6.	Language is more literary and flowery and reader – friendly.	Language used is spoken and more viewer -friendly.
7.	Frequent update of news is not possible.	Even a minute-to-minute update is possible.

5.11 LARGEST CIRCULATED DAILIES

India has a live and active print media. India is known for its vastness of area, diversity of culture and multiplicity of languages which are spoken and written. India has 28 states and seven union territories .Most of them have their own language. When India became Independent in 1947, there were only 3533 newspapers and periodicals. Among them 330 were newspapers and 3203 were other publications.

After 50 years in 1997, their number has increased 12 times. Every year new publications are coming up in almost all languages in India. This has resulted in a manifold increase of newspapers , magazines and weeklies across all languages in the country. As of March 31, 2006 India has 62550 publications. Among this 2130 are newspapers,3428 are weeklies and 1471 monthlies and the rest are other publications.

However, the newspaper circulation varies from year to year. Though some newspapers in some languages continue to occupy the position of largest circulation for years together, it may not be the same in other states and languages. So even if the circulation position of one particular year is given here it can vary in subsequent years.

You may be interested in knowing the latest circulation figures. For this, you may go through the following websites :

Registrar of Newspapers of India (RNI) http//rni.nic.in

Audit Bureau of Circulations (ABC) www.abc.org

You will learn more about the circulation of newspapers in lesson 8.

INTEXT QUESTIONS 5.5

1. Name five weeklies published from our country.
2. Name two monthlies published from our country.
3. Name two fortnightlies published from our country.

5.12 WHAT YOU HAVE LEARNT

Newspapers — Magazines

News entertainment information — weekly biweekly monthly annual

- History of printing
- Newspaper printing in India
- Size of newspapers
  - Broadsheet
  - Tabloid
  - Berliner

Notes

- Cultural awakening and freedom movement
- Modern technology — desktop publishing
  colour printing
- Internet papers and editions
- Largest circulated dailies in India
- Differences between print and electronic media

5.13 TERMINAL EXERCISES

1. Give a detailed description of early newspapers in the World.
2. Describe the history of early printing of newspapers in India.
3. Give an account of the growth of the print media in India during and after freedom movement.
4. Give an account of internet papers and describe their advantages.
5. What are the differences between the print media and the electronic media?

5.14 ANSWERS TO INTEXT QUESTIONS

5.1 1. (i) Times of India (ii) Hindustan Times(iii) Indian Express (iv) any other newspaper that you can think of.

2. The Chinese were the first to invent the art of printing. They used wooden blocks to print letters.

3. The first paper mill was started in Europe in 1120.

5.2 1. The Public Occurances in USA and The Weekly News in UK.

2. Refer to section 5.5

3. It was launched from Calcutta on 29 January 1780. It was popularly known as Hickeys Gazette.

5.3 1. (i)The Times of India (ii) The Pioneer (iii) The Statesman (iv) any other newspaper that you can think of.

2. The Gujarati Daily Mumbai Samachar published from Mumbai .

3. NavaJeevan and Harijan

5.4 1. (i)Times of India (ii) Hindustan Times (iii) Indian Express,(iv)The Hindu (v) The Pioneer (vi) any other newspaper

2. (i) The Mail Today (ii) The Mint (iii) The Sun (iv) any other

3. (i) www.times of india.com (ii) www.the hindu.com

   (iii) www.hindustantimes.com

   (iv) any other

5.5 1. (i) India Today (ii)The Week (iii) Outlook (iv) Time

   (v) Newsweek (vi) any other

2. (i) Readers Digest (ii) Filmfare (iii) any other

3. (i) Front line (ii) Business Today (iii) any other

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6

WHAT IS NEWS?

All of you must be reading newspapers. Why is it called a newspaper ? Because it contains news. Have you ever thought about how we get news? There are various sources of news . You can hear it on the radio, view it on a television channel, read it in a newspaper or surf it on internet in a computer. News is something that you come across everyday in your life.

What makes news? John Bogart has given this comment that became synonymous with news . When a dog bites a man, that is not news, because it happens so often. But if a man bites a dog, that is news. Though this may seem true, sometimes, when a dog bites a man that can also become news. Suppose a dog bites a famous filmstar, it definitely makes big news.

It is said that the letters in the word "NEWS" is derived from the four directions as indicated below:

N	orth
E	ast
W	est
S	outh

This shows that news can come from anywhere. News is the report of a current event, something that was not known, information of recent events and happenings.

OBJECTIVES

After studying this lesson, you will be able to do the following :

- define the term NEWS ;
- differentiate between news and information ;
- explain news and news values ;
- identify the different types of news ;
- discuss the importance of credibility of news ;
- list the sources of news

6.1 DEFINITION OF NEWS

News is a report of a current event. It is information about something that has just happened or will happen soon. News is a report about recent happenings in a newspaper, television , radio or internet. News is something that is not known earlier. From all these, we can safely define news as a development that has happened in the past 24 hours which was not known outside and which is of wide interest to the people and that which generates curiosity among listeners.

Let us consider a few examples.

You have heard a news broadcast on the radio .Twenty people died in a train accident. You don't consider it as news concerning you. Lots of accidents happen in various places every day. But after some time you hear that passengers in the compartment which met with the accident are from your village. Now you become more alert. The news becomes important for you. You are anxious to know the condition of passengers. Are they safe? Is anyone hurt or hospitalised?

34 dead in Punjab train mishap

December 14, 2004

At least 34 people were killed and around 50 injured in a head-on collision between two passenger trains in Hoshiarpur district of Punjab on Tuesday.

The collision occurred between the Jammu Tawi Ahmedabad express and Jalandhar-Pathankot Diesel Multiple Unit passenger train at Mansar, around 40 km from Jalandhar, at noon.

Sources said both trains were given the green signal on the single-line Jalandhar-Pathankot section of the Northern Railway. While the local train was cleared from the Bangara railway station, the Ahmedabad-bound express train was given the go ahead from Chak Kalan.

General Manager, Northern Railway, Satish Mohan Vaish, said: "It's obvious that one of the two stations involved goofed up."

Paramjit Singh Saraho, DIG (Jalandhar range), told NDTV India from the spot that 28 bodies were removed from the wreckage. The injured, he said, were admitted to the Civil Hospital in Mukerian and Army Hospital in Pathankot.

Punjab Chief Minister Amarinder Singh, in a statement in the state assembly, put the number of fatalities at 50.

Fig 6.1: Accident Report

You are in no way connected with the presentation of the central budget in parliament. But when the Finance Minister, while presenting the budget, announces a hike in the prices of petroleum products, you suddenly become interested in the news. You want to know how much is the increase. Will it affect your pocket? How much is the increase for a cooking gas cylinder? The news becomes quite important for you.

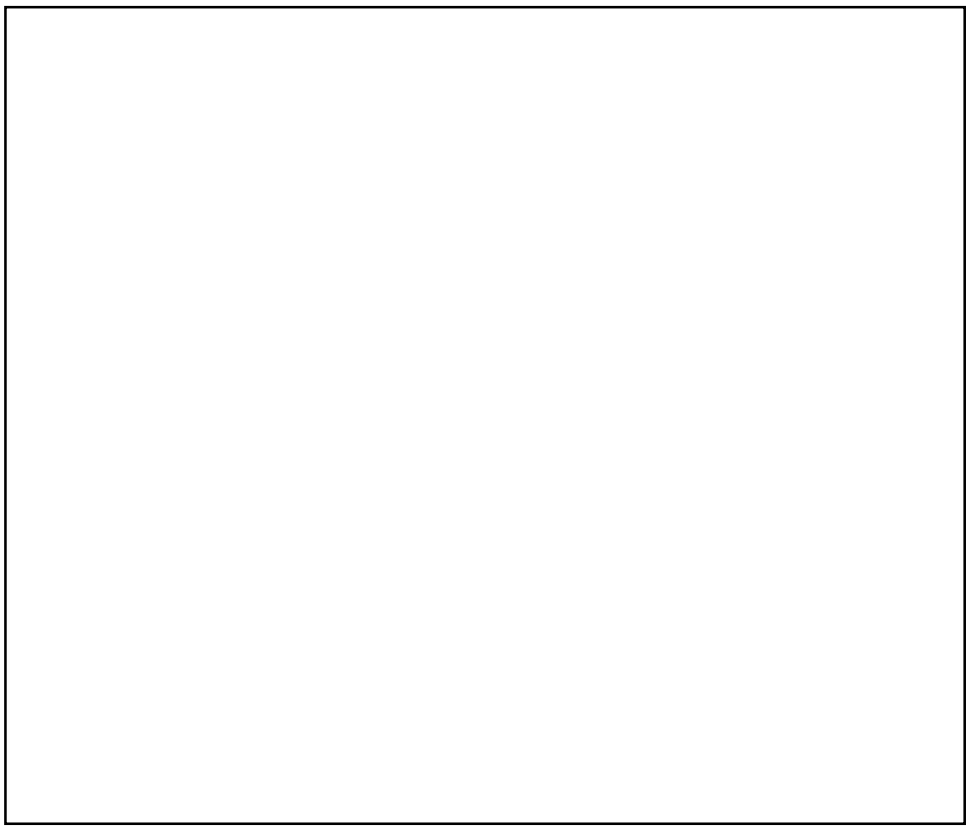

Fig 6.2: News item : Budget proposal

Counting of votes is going on in your constituency. Election to the state assembly is going on. As the counting progresses, you become eager to know the lead positions. At the end of the counting, you want to know who has won the seat. So it is news which you wanted to know without delay.

INTEXT QUESTIONS 6.1

1. Name any four sources of news.
2. What does each letter of the word NEWS stands for.
3. Define news.

6.2 DIFFERENCE BETWEEN NEWS AND INFORMATION

In the railway station, you might have noticed the board displaying the train timings. That is not news. That is information. But information becomes news when news value is added to it. For example, if a new train time table is issued by the railways replacing the existing one with changes in train timings, that becomes news.

Similarly, the different slabs of income tax rates is not news. But when the government decides to increase or lower the rates, it becomes news.

You might have seen weather reports in the newspapers. It gives the day's temperature or rainfall. It does not make news. It becomes news when there is a sudden change in weather, or when heavy rains lead to floods or when continuous absence of rain leads to drought.

So information is different from news. News should give something new to the readers, viewers or listeners.

6.3 WHAT MAKES NEWS ?

It is generally said that if a news report provides answers to six questions, then it is a perfect news item. These six questions include five Ws and one H. The five Ws are When? Where? What ? Why? and Who?.The H is How?

Suppose you hear a news like this. A boy is kidnapped while coming back from the school. Naturally the first question that arises in your mind will be when it had happened and where? Then you are keen to know what the full story of the incident was . Then you ask the question, why has it happened? Also you want to know about the kidnappers . Who were they? And finally the news becomes complete only when you get from the news how the kidnapping happened. Unless a news item satisfies all these six questions of the reader or listener, the news is incomplete.

A tragic end for kidnapped Delhi child

Staff Reporter

NEW DELHI: A 10-year-old school boy who was kidnapped from Rohini in Delhi this past Monday for a ransom of Rs.1.5 crore had a gruesome end: he was strangled by his kidnapper who developed cold feet on discovering the child unconscious in the boot of his car. The police have recovered the child's body at Sonepat in Haryana and arrested the kidnapper.

Vipul Kansal, a Class IV student of G. D. Goenka Public School in Rohini, went missing on Monday afternoon soon after he was dropped near his house in Neel Kanth Society by the school van. Even as his relatives launched a frantic search for Vipul, his mother received a phone call saying he had been kidnapped. The caller made the child talk to his mother and demanded Rs.1.5 crore for his release.

Fig 6.3: News item : Kidnapping

INTEXT QUESTIONS 6.2

1. Which are the six questions that makes a perfect news item.
2. Consumer Price Index is ……..(news, information).

6.4 NEWS VALUES

Journalists are the best judges about what is news and what is not. They take this decision based on certain news values. The following are the salient points to judge the newsworthiness.

- ***Timeliness***: News is something new. So timeliness is a great factor in deciding news. An incident that happened one month back will not make news for today's newspaper. Also timeliness varies from publication to publication. For a newspaper, events that had happened on the previous day is news. But for a weekly, events of the previous one week can make news. For a 24-hour television news channel, every second is a deadline. They can break the news anytime. So their timeliness is different from that of a newspaper.

- ***Impact*** : Impact of an event decides its newsworthiness. When the tsunami waves struck several parts of the world, thousands of people were affected. It became major news for the whole world. But if a cyclone kills 20 people in Bangladesh, it may not have any impact on other parts of the world. When dengue fever affects 100 people in Delhi, it makes news not only in Delhi but in other states also because the impact is more wide and people become more alert about the news.

Tremors and Tidal Wave Hits South India

Tremors and Tidal waves hits South India, large Scale devastation reported.

Over 1000 killed as Tsunami hits Eastern and South coastal areas in India. Over a thousand people have been killed in tidal waves in Tamil Nadu, Guntur and Tamil Nadu.

Tamil Nadu was the "worst affected" with possibly over 800 people killed.

At least 350 people have been confirmed dead in Tamil Nadu with over 100 people dead in Chennai alone.

As many as 239 people have been killed in Cuddalore in Tamil Nadu, while in Nagapatnam, the number of dead has been confirmed as 273.

The Nuclear Power station in Kalapakkam near Chennai has been safely shut down after water entered it. The casualty figure could rise further as many fishing villages were submerged in seawater.

About 500 tourists are reportedly stranded in the Vivekananda Memorial in Kanyakumari.

Fig 6.4: News item : Tsunami

- ***Proximity*** **:** "Bird flu spreading and hundreds of chicken dying in England". Does it make news for you? You may read it but do not worry about it. But bird flu spreading in West Bengal will make you alert. This is because it is in your proximity. A plane crash in Peru will not be big

news in India, but if an aircraft crashes in India, it will be headlines everywhere. So proximity decides the news.

ALMOST HALF OF BENGAL NOW BIRD FLU AFFECTED

Wednesday, January 23, 2008

Kolkata, January 23: Cooch Behar and Hoogly were on Wednesday declared bird flu hit, taking the number of affected districts in the state to nine even as authorities set a target of culling three lakh chicken daily.

Samples of chicken sent from Cooch Behar and Hooghly districts to the Highrisk Security Disease Laboratory (HSDL) in Bhopal yesterday tested positive," Animal Resources Development Minister Anisur Rahaman said.

"We have been informed by the Centre. Steps will be taken accordingly," he said.

"Steps are being taken to officially notify both Cooch Behar and Hooghly districts bird flu affected, for the next course of action including culling," Rahaman said.

The samples which tested positive were from Dinhata in Cooch Behar district and Balagarh in Hooghly district, he said.

There was, however, no case of humans beings being affected, the minister said.

The target of culling which was set at 20 lakh was also likely to increase, he said.

The daily target now was three lakh with 600 teams on the job from today, he said.

About 150 technical teams from eight states, including Haryana, Assam, Maharashtra, Orissa and Jharkhand would soon join to monitor the culling.

Fig 6.5: News item : Bird Flu

- ***Controversy***: - People like controversies. Anything that is connected with conflicts, arguments, charges and counter-charges, fights and tension becomes news. All of you might have heard of Kargil. It was a conflict between India and Pakistan. It became great news all over the world. Many of you may remember the controversy about the Indian and Australian cricket teams. It was news for all the media. When terrorists crashed their plane into the World Trade Centre in New York it was lead news everywhere.

- ***Prominence***: If a prominent person is involved in any event, it becomes news. If an ordinary person's car breaks down and he has to wait for ten minutes on the roadside till the vehicle is repaired it makes no news. But if the Prime Minister's car breaks down and his motorcade has to stop for five minutes it becomes news. A person visiting Rajghat and paying homage to Gandhiji may not be a news item, but when the US President visits Rajghat it becomes news.

Pope Visits Turkey in First Trip to Muslim Country

ANKARA, Turkey — Pope Benedict XVI began his first visit to a Muslim country Tuesday with a message of dialogue and brotherhood between faiths, and Turkey's chief Islamic cleric said at a joint appearance that growing "Islamophobia" hurts all Muslims.

Benedict also said guarantees of religious freedom are essential for a just society and urged all religious leaders to "utterly refuse" to support any form of violence in the name of faith — carefully avoiding a direct reference to Islam, but citing the "disturbing" violence in the Middle East and raising worries of more bloodshed and terrorism around the world.

The pope's comments on religious freedom also risk bringing the Vatican into conflict with some Islamic nations that allow only Muslims to worship openly or impose restrictions on religious minorities. The views could be reinforced later during the four-day visit when the pope meets in Istanbul with Ecumenical Patriarch Bartholomew I, the spiritual leader of the world's Orthodox Christians.

Fig 6.6 : News item : VIP visit

- ***Currency***: News is about current events. Suppose the Olympic Games are held in India. It becomes news because everybody is interested in it. Likewise when SAARC leaders meet in Delhi to formulate future action plans, it becomes the current news. Similarly, if extreme cold weather continues for a week and fog disrupts air, rail and road traffic, it becomes news.

- ***Oddity*** : Unusual things makes news. Extraordinary and unexpected events generate public interest. You might have seen box items in newspapers about such happenings . A man pulls a car by his hair, a woman gives birth to triplets, a singer enters the Guinness Book by singing non-stop for 48 hours, the painting of a famous artist is auctioned for a very expensive price . All such odd stories evoke much public interest.

A tamarind grove as bio-heritage site

M. Raghuram

DEVANAHALLI: Nallur, a village in Devanahalli taluk in Bangalore Rural district which once hosted vast tamarind groves, is now left with a patriarch of a tree, estimated to be 900 years old, still bearing fruit. The grove is now a bio-heritage site and the Karnataka Forest Department has been taking care of it for the last few years.

The tree was among thousands planted during Rajendra Chola's time at the beginning of the 12th century. Adjacent to the King Tamarind there is Chennakeshava temple built during the Chola period.

The tree stands majestically by the side of the ruins on the road from Devanahalli to Subbele, 40 km from Bangalore.

ter to be studied by biotechnologists."

Dr. Bhaskar added: "Some trees here have shown extraordinary growth. They have developed prop roots and root suckers that are uncharacteristic of tamarind trees. I reported this phenomenon in *My Forest* journal in June 2004. Even though the mother trunk was dead, a series of root suckers have arisen from the trunk roots, which were not only unusual but also unknown."

According to Dr. Bhaskar, prop roots are characteristic of banyan trees and are meant to support lateral extension. But in these tamarind trees prop roots have unusually arisen from within the hollow stems and struck the ground as if the trees were trying to support themselves.

Fig 6.7: Odd Story

- ***Emotion***: Stories of human interest make good news items. For eg. the police rescue a school boy kidnapped by mischief makers after a search of two weeks. The parents meet the boy in an emotionally surcharged atmosphere. The story of this meeting with a photograph makes a good human interest report. Doctors advise a girl in Pakistan to undergo a heart surgery urgently. But her parents cannot afford the expenses. The Rotary Club of Delhi east offers help through their scheme of 'Gift of Life'. The girl comes to India and undergoes surgery successfully. While going back she and her overwhelmed parents narrate their experiences in India. This makes a good human interest story.

- ***Usefulness***: Sometimes news items help the public in various ways. You must have noticed that weather forecasters warn fishermen not to go to the sea for fishing on certain days because of rough weather. Newspapers gives the phone numbers of police stations, hospitals, ambulance services etc. to help people. You might have seen in newspapers, requests from relatives to donors of blood for a patient in a critical condition. Newspapers also raise funds from the public to help victims of disasters and natural calamities, like tsunami and earthquake.

- ***Educational value***: News has also an educational value. In almost all newspapers, you can find columns about educational and job opportunities. These guide you about different educational courses, career options available, opportunities for higher studies etc. These news items help you become more knowledgeable.

INTEXT QUESTIONS 6.3

1. What do you mean by currency in news?
2. List five points used by a journalist to judge newsworthiness.
3. Find out two odd news items .

6.5 TYPES OF NEWS

Given below are headlines that appeared in the day's newspaper.

a) Campaign for U.S. presidential elections begins.

b) The Prime Minister of India to address the nation tonight.

c) The State Government declares a holiday tomorrow.

d) House owner killed by servant.

All these four are news items. But are they of the same category? Could you make out any difference between them?

We can categorise these into four different slots respectively.

a) International news

b) National news

c) Regional news

d) Local news.

Activity 6.1

Take any day's paper and identify news items coming under these categories. You may find them interesting.

In addition to the above, in any day's newspaper, you will find a variety of news items such as reports about politics, about sports, about economy, about entertainment, about crime etc.

News can further be classified as hard news and soft news.

"India and Pakistan to have bilateral talks on the Kashmir issue" is hard news.

Similarly, the Prime Minister making a statement in parliament about the Indo-US nuclear deal is also hard news.

But there are soft news items also. The wedding celebration of a film star is soft news. A popular cricketer visiting an orphanage and taking lunch along with the inmates is another heart-warming soft story.

6.6 CREDIBILITY, OBJECTIVITY AND FAIRNESS

Journalists not only collect information but verify them before printing. This is called cross-checking. Journalists do it because they want their reports to be fair, objective and credible.

By *objectivity*, we mean without any bias. A journalist while reporting news is working under heavy pressure. There is every likelihood of the journalist being influenced by some personal, political or corporate bias. So while reporting, the journalist should keep away from such prejudices and present the story in as objective a way as possible.

Fairness is another quality required for a journalist. It is said that every story has two sides. While presenting the story, the journalist should not take sides. If it is a story against an individual or an institution, before writing the story, the journalist should seek their version also. The story should have balance.

Credibility of news is the most important virtue for any publication or channel or radio service. A reader trusts a newspaper mainly because of its credibility. If a newspaper continues to publish non-credible, unfair and non-objective stories, readers will start rejecting that paper. A news item published by a paper will be read by hundreds of thousands of people. It that news is wrong, a correction can be given the next day. But many readers may not see that correction. The newspaper gets a bad reputation if it is not credible.

INTEXT QUESTIONS 6.4

1. Give two examples each of international news and national news.
2. Give two examples of regional and local news.
3. What do you mean by credibility in news?

6.7 NEWS AS A TOOL - POSITIVE AND NEGATIVE

News are a powerful tool. These can be positive as well as negative. You may have read the news about an eighth standard school boy in Gurgaon near Delhi killing his classmate by shooting. This was a shocking news. It was a negative news also.

You might have seen news like this in papers.Two people died in a communal clash in a small town. This is also negative news. This news can further provoke communities in other parts of the country. Negative news creates a negative impact.

But if you closely watch the news items in a day's newspaper, you will find that there is a mix of positive and negative news. Students of a school visiting a nearby village and offering them voluntary service in road building is a positive news. A feature about an NGO devoted to uplift the condition of street children is another positive item.

News can also be an instrument for development. Many a time it carries a message to the people. For e.g. a news item such as "Government to give fee concession to all students up to graduation ". It is a development news. This enhances the chances of education for millions of students who cannot afford it and are thus deprived of higher education.

Activity 6.2

Find out from a week's news paper some positive and negative news reports.

Notes

6.8 WHAT YOU HAVE LEARNT

→ Definition of news.

Difference between news and information

What makes news?

- when ?
- where ?
- what ?
- why ?
- who ?
- how ?

News values

- timeliness
- impact
- proximity
- controversy
- prominence
- currency
- oddity
- emotion
- usefulness
- educational value

Types of news

- national
- international
- regional
- local
- hard
- soft

Objectivity, fairness and credibility of news

News as a tool - positive and negative

6.9 TERMINAL EXERCISES

1. Define news. Describe the main types of news.
2. Differentiate between news and information
3. Describe news values.
4. Elaborate the terms of credibility, fairness and objectivity in news .
5. Explain how news acts as a powerful tool.

6.10 ANSWERS TO INTEXT QUESTIONS

6.1 1. (i) News Papers (ii) Radio (iii) Television (iv) Internet (v) any other

2. North, East, West, South.

3. Refer to Section 6.1

6.2 1. (i) When? (ii) Where? (iii) What ? (iv) Why ? (v) Who? and (vi) How?

2. information.

6.3 1. Refer to Section 6.4

2. Refer to Section 6.4

3. The answer would vary from learner to learner.

6.4 1. Select from current news items.

2. Select from current news items.

3. Refer to Section 6.6

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7

REPORTING AND EDITING

"He put his left foot down first". He then declared, "That is one small step for man, one giant leap for mankind. "Date July 20, 1969. Time 02.56 GMT. American Niel Armstrong becomes the first man to step on the moon. The Astronaut stepped on to the Moon's surface that was a sea of tranquility. Twenty minutes after the first opening of the hatch of the Eagle landing craft. Armstrong had earlier reported safe landing of the lunar module ".

Do you find anything wrong in this? Do you find it smooth reading? Is there a flow?

Now read the following;

"July 20, 1969. Man takes first steps on the Moon. American Niel Armstrong has become the first man to walk on the Moon. The Astronaut stepped on to the Moon's surface in the sea of tranquility at 02. 56 GMT, nearly 20 minutes after first opening the hatch on the Eagle landing craft. Armstrong had earlier reported the lunar module's safe landing. As he put his left foot down first Armstrong declared: 'That is one small step for man, one giant leap for mankind."

Don't you find the second one easier to read? That is because the first one was an unedited reported copy and the second one an edited copy.

You have seen how a report is being edited into a story. Reporting and editing are two important and indispensable parts of the print media. Good reporting and good editing make for a good news story, whether it is in a newspaper, magazine, radio, television or online.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- explain how to gather news ;
- identify the sources of news ;
- list the qualities of a good reporter, editor and sub-editor ;

- describe copy editing ;
- discuss the functions of a newsroom.

7.1 DEFINITION

Reporting :

By reporting, we mean collection or gathering of facts about current events or background material required for a news story or feature.

Reporters do it through interviews, investigations and observation. Reporters are given directions by editors to cover a particular event, known as assignments. They may be general assignments or special ones. Reporters write the news stories, which are called copies.

Let us consider an example.

Now read the following.

"Prime Minister declared that the yields from the explosion are in line with expected values. Date May 11, 1998. India steps short of declaring itself a nuclear weapon state. It conducts three nuclear explosions .It was in Pokhran that India exploded its first nuclear device on May 18, 1974. Code of the operaion was Smiling Buddha. May 11 was Buddha Jayanthi. The code this time was Operation Sakthi. This time the explosions include a fusion device, a low yield device and a thermo nuclear device".

A reporter should write with clarity, objectivity and accuracy. A reporter who covers a particular area or subject specialises in that.

Editing :

A person who edits is called an editor. By editing, we mean preparing a news report for publication, telecast or broadcast. Editing is a process by which a report is read, corrected, modified, value-added, polished, improved and made better for publication. Condensation is also part of editing.

Try and read the following. Do you find it easy to read?

May 11, 1998. " India conducts three nuclear explosions at its Pokhran nuclear test site. These include a fusion device, a low yield device and a thermo nuclear device. Prime Minister declares that the yields from the explosions are in line with expected values. India stops short of declaring itself a nuclear weapon state. On May 18, 1974 India exploded its first nuclear device, code named Smiling Buddha. After about a quarter century, on Buddha Jayanthi day, May 11, 1998, Operation Sakthi was carried out ".

Fig.7.1: Pokhran nuclear site

The copy of the report has been improved by the editor and is therefore easier to read and understand.

The editor also decides whether photographs or other images or graphs should be used along with the report. A good editor needs creative skills, command over the language, ideas to improve the copy ,and correct judgement about how much importance should be given tor a particular news item.

7.2 HOW TO GATHER NEWS

You must have heard of the Mahabharata and the great battle of Kauravas and Pandavas. Before the beginning of the battle, Dhritarashtra, who was blind by birth, was given an offer by Sreekrishna that he would be given sight to watch the battle. But Dhritarashtra declined and, instead, wanted to hear reports of the war from Sanjay. Sanjay thus started narrating the war scene to Dhritarashtra. He, thus, became the first war correspondent.

Sanjay was reporting the war. His reporting was correct, descriptive, factual, impersonal and narrative.

Have you ever thought about how the reporters get information about stories that appear in television news, in news papers, in radio bulletins or on the internet.

We call a news report a news story. Unlike fiction, these are factual stories - events that have happened or things that are going to happen. Like a good story teller, the reporter has to narrate the story before the reader or listener or viewer.

Reporters get news stories from various sources. The following are the main sources:

a) ***Listening***: A reporter can get good stories by listening to others. While traveling in a bus, the reporter overhears the conversation between two passengers. "Did you go to the town today? There was a terrible accident. A school bus overturned. Twenty children were taken to hospital." By listening to this, the reporter gets a clue to a story. He now has to find out more details of the accident. Which school bus was involved? How many children were injured? Were there any casualities ? In which hospital were they been admitted? The reporter goes to the accident site to collect all this information. The reporter's job does not end there. He has to inform the photographer about the accident. The next day's newspaper should also carry some good photographs about the accident.

b) ***Covering events*** : "India-Pakistan cricket Test in Mumbai", " Kumbhmela in Haridwar", " International Film Festival in Goa ", these are all events. Reporters cover these events for their publications, channels or new bulletins. The coverage depends upon the importance and magnitude of the event. A small panchayat level meeting will be covered locally, whereas a state level function will get wider coverage. If it is a national event, it will receive nationwide attention.

c) ***Press conferences***: Another major source of news is the press conference. Leaders of political parties hold press conferences regularly. Ministers also hold press conferences to announce various programmes and policies of the government. Business houses arrange press conferences to launch their new products. Organisations and Associations also held press briefings.

d) ***Reports and statements***:.These are another major sources of news items. Various commissions and committees submit their reports to the Government which are a goldmine as far as news reporters are concerned. Statements or press releases by leaders and businessmen also make news.

e) ***Parliament and Assemblies***:- Parliament and state assemblies when in session generate lot of news. Questions in both the houses of parliament, proceedings, calling attentions, zero-hour mentions, debates and various acts passed by the parliament also make news. The general budget and railway budget are presented in parliament. State budgets are presented in state assemblies.

f) ***Police sources***: The police are in charge of law and order. So the police always maintain a close vigil about various activities of citizens. Reporters get details about crime, accidents etc. from police sources.

g) ***Interviews***: Interviewing people connected with an event or incident is a very common practice used by reporters to get details. Television reporters take the opinion of people which are called reactions. Occasionally, reporters of newspapers and channels conduct long interviews with important people.

News can also originate from government and non-government sources, courts, airports, railway stations, educational institutions, hospitals etc.

INTEXT QUESTIONS: 7.1

1. Define the process of reporting and editing.
2. Name any five sources from where reporters get news stories.

7.3 TYPES OF NEWS

There are different kinds of news stories. According to their nature and character, they can be classified as follows.

a) ***Hard news*** : These are general in nature. Some can be breaking news. These are news items that require immediate publication. These cannot wait.

Kashmir burns as five die in police fire

Over 100 injured; Hurriyat leader among those dead

Fig.7.2: Hard news

b) ***Soft news*** : These are light stories. They are not urgent news stories. But soft stories can make interesting reading. Readers like such stories. These can be about a person, an event or about a developing situation.

Found in US: Rare Gandhi recording

Chidanand Rajghatta | TNN

Washington: A rare Mahatma Gandhi speech — only the second time he had been recorded speaking in English — has surfaced in Washington DC, courtesy a journalist who documented it in New Delhi in 1947 and preserved it on four 78rpm LPs, which had been all but forgotten for 60 years.

The recording has been authenticated and confirmed by Rajmohan Gandhi, the Mahatma's grandson and biographer, who calls it a "great discovery". He says he is familiar with the event which occasioned the speech — a conference of Asian leaders convened by Nehru on April 2, 1947 — but was not aware it had been recorded.

The recording was made by a US journalist in 1947

But it had been — by journalist Alfred Wagg, who subsequently gave a copy to John Cosgrove, a former president of the National Press Club in Washington. Cosgrove produced the recordings when Rajmohan Gandhi visited NPC in April to promote his new biography of the Mahatma, according to Washington Post, which reported the discovery.

Many people assume Gandhi spoke mostly, or frequently, in English, and that such speeches are common, because of their familiarity with Richard Attenborough's film "Gandhi", in which actor Ben Kingsley relays the Mahatma's message in English.

Fig.7.3: Soft news

c) ***Features***: These are detailed, in-depth stories. In newspapers, they are carried in the magazine section.

eye The Sunday EXPRESS

RADIO REWIND

Fig.7.4: Feature

d) ***Profiles of Newsmakers***: These are generally about people in the news. Readers may not be aware of such persons. So through their profiles, they are introduced.

South Africa mints Mandela birthday coin
JOHANNESBURG: South Africa launched a special coin on Monday as part of the celebrations for the 90th birthday of the former President, Nelson Mandela, which falls on July 18.
"Midnight's Children" voted the best
LONDON: Salman Rushdie's 'Midnight's Children' has won the prestigious 'Best of the Booker' title after a global vote by readers.
DETAILED REPORT/PAGE 20

Fig.7.5: Newsmakers

e) ***Human interest :*** These are often stories about the plight of individuals or families. For eg. When tsunami waves struck the coastal areas, there were touching stories about people who lost their near and dear ones, houses etc.

The Indian EXPRESS
NATIONAL NETWORK
After a lull, monsoon set to pick up over central, western India
Villagers brave waters to go to work

A flooded road in Raigud district near Mumbai following heavy rain, on Monday, *Narandra Vaskar*

Fig.7.6: Human interest story

f) ***Backgrounders:*** If a major event happens, readers are curious to know whether there is any precedent or background to that. In other words, they are eager to know the history of such incidents. Backgrounders provide such information.

THE GREAT DICTATORS

The process for President Pervez Musharraf's impeachment has been set in motion in Pakistan. If it sees him out, it will close the chapter on his nine-year regime. As world and Pakistan's own history shows, dictators generally meet a more violent end

Pakistan has been under dictator's rule thrice. In 1958, Field Marshal **Ayub Khan** seized power through a coup against Iskander Mirza. In March 1969, government of Pakistan to General **Yahya Khan**. In 1977, General **Zia-ul-Haq** became the military ruler of Pakistan, overthrowing Zulfikar Ali Bhutto. And in 1999, Musharraf seized power in Pakistan in a coup against Nawaz Sharif. Here is a look at some of the most powerful dictators in the world:

SUHARTO, was an Indonesian military leader, and the second President of Indonesia, holding the office from 1967 to 1998. According to Transparency International, Suharto embezzled more money than any other world leader in history with estimated US$15-35 billion embezzlement during his 32 years rule. He resigned from Presidency in 1998 and died on January 27, 2008 after his family agreed to remove life support machines that had sustained him after almost all his organ functions had failed.

SADDAM HUSSEIN was the President of Iraq from July 16, 1979 until April 9, 2003. Saddam was deposed by the US-led invasion during the 2003 invasion of Iraq. Saddam was brought to trial under the Iraqi interim government set up by US-led forces. On November 5, 2006, he was convicted of charges related to the executions of 148 Iraqi Shi'ites suspected of planning an assassination attempt against him, and was sentenced to death by hanging. Saddam was executed on December 30, 2006.

AUGUSTO JOSÉ RAMÓN PINOCHET UGARTE was a Chilean military officer and dictator. He was President of the Government Junta of Chile from 1973 to 1974 and, by decree of the Junta, President of Chile from 1974 until the return of civilian rule in 1990. Pinochet's regime has been accused of systematic and widespread human rights violations both in Chile and abroad, including mass-murder, torture, kidnapping, illegal detentions, and censorship of the press. Pinochet died after suffering a heart attack on December 3, 2006.

OMAR HASAN AHMAD AL-BASHIR is the President of Sudan. He came to power in 1989 when, as a colonel in the Sudanese army, he led a group of officers who ousted the democratically elected government of Prime Minister Sadiq al-Mahdi. His Government has been widely criticised for its role in the Darfur conflict. In July 2008, the prosecutor of the International Criminal Court accused al-Bashir of genocide, crimes against humanity and war crimes in Darfur, and requested that the court issue a warrant for his arrest.

GEORGE SPEIGHT, occasionally known as Jitoka Nabili, was the principal architect of the Fiji coup of 2000, in which he kidnapped then-ex government officials and held them from May 19, 2000 to July 13, 2000. He is currently serving a term of life imprisonment for his role in the overthrow of the constitutional government.

CARLOS ROMAN DELGADO CHALBAUD GOMEZ was President of Venezuela from 1948 to 1950. Delgado Chalbaud spent his entire adult life in the Venezuelan army. By 1945 he was a high-ranking officer and was among the leaders of a military coup. In 1948 he led another military coup and became head of state as chairman of a military junta. He was assassinated in Caracas.

LT GEN FREDERICK WILLIAM KWASI AKUFFO is a former Chief of Defence Staff of the Ghana Armed Forces and the head of state and chairman of the ruling Supreme Military Council I in Ghana from 1978 to 1979. He came to power in a military coup, was overthrown in another coup and executed three weeks later.

Compiled by Rajinder Kaur

Fig.7.7: Backgrounder

Notes

7.4 BASIC FACTS ABOUT REPORTING

a) Finding the lead

Ravi is a reporter of a newspaper in a metro city. One evening, he gets information that an aircraft has crashed near the airport. In the next five minutes, he gets more information regarding the accident as follows.

It was not a passenger aircraft.

The PM was travelling in that flight.

It was an Air Force flight.

It was coming from Mumbai to Delhi.

Only ten passengers were on board.

The PM's personal Secretary and five other senior officials were also on that flight.

The accident happened because of engine failure.

No survivors in the accident.

Ravi now has to write the story. He has to find a lead. He thinks of various options as the first sentence. Finally, he arrives at the following sentence as lead - ***"PM dies in plane crash"***.

Can you think of a better lead?

The lead, or opening sentence, is the most important part of a news story. A good lead attracts readers' attention to the story. The same is the case with listeners and viewers. A good lead will catch their attention and compel them to go through the story.

Like news stories, leads also can be hard or soft. A hard lead is suited for serious stories. A soft lead is ideal for human interest stories and feature type reports.

b) Finding the angle.

The angle of a news story is its most vital part. A news story is based on the angle it takes. Once a reporter gets all the facts about a story, the choice of selecting the right angle begins. The reporter has to decide it quickly because the story has to be reported at the earliest. So every reporter faces this question of deciding the angle.

Let us see how an angle is selected from a set of facts given. The following salient points are from the union budget presented in parliament.

A National Programme to be launched for the elderly.

Government to establish 16 Central Universities.

Income tax exemption limit hiked, exemption limit for women tax payers increased.

Farmers to get Rs. 60,000 crore agricultural debt relief package.

Excise duty reduced from 16 percent to 14 percent.

Small cars, two and three- wheelers to cost less.

The reporter has to select the most appropriate angle from this. Though all these facts are important for a reader, the reporter has to decide the most important one. Considering that India is an agricultural country and more than 60 percent of the people depend on farming for a living, it will be appropriate if we decide the debt relief for farmers as the angle of the story.

While deciding the angle, the reporter has to weigh various factors. If the reporter is working for a newspaper, the angle should be selected accordingly. If the reporting is for an economic paper, then the angle changes accordingly. If it is for a foreign agency, then the angle changes for overseas readers.

c) *Body of a story*

Once the lead is finalised and the angle decided, then comes the body of the story. It is the fleshy part. All the facts and figures comes in the body.

While writing the body, a reporter has to be fluent in the language .A good story requires an easy flow. By this, we mean the reader should be able to sustain interest till the last sentence.

For writing a story, the most commonly used method is of an inverted pyramid.

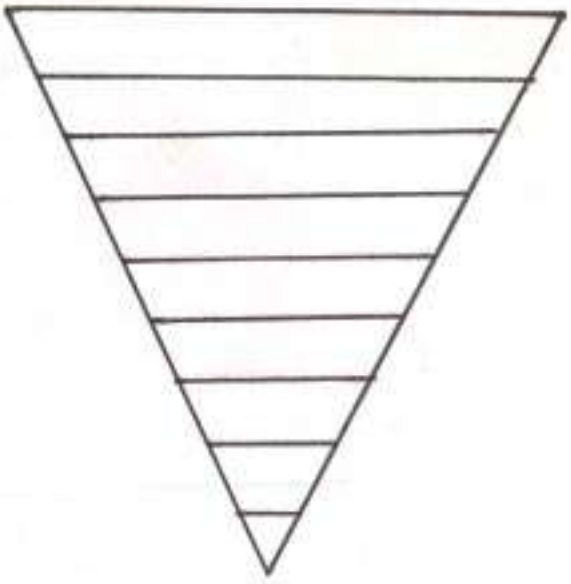

Fig.7.8: Inverted pyramid

By inverted pyramid, we mean, while going to the bottom, the importance will narrow down. So when writing the story the reporter should put the crucial points in the opening paragraphs.The less important matters can come in the following paragraphs. Towards the end, the reporter should give least important details of the story which even if not published does not affect the overall impact of the story.

INTEXT QUESTIONS 7.2

1. Mention two items of hard news which you have read in today's newspaper.

2. Mention two soft stories you have read recently.

7.5 QUALITIES OF A GOOD NEWS STORY

Reporters have a busy schedule. Many a time, they do not get sufficient time to write the story after collecting all the facts. So they work in haste. They are left with very little time to write, type or key in their stories.

But even in such a situation, reporters should keep in mind that the reader will enjoy a good story. A story written well in style will catch and retain the attention of the reader. Though it is generally said that news reports have a life span of only 24 hours, readers will remember such stories for a long time.

A good news report should have the following qualities:

a) **Clarity :** A report is read by many people in society. It should be in simple language and written with clarity .It should not be ambiguous. It should satisfy the reader's inquisitiveness. Facts that are not clear to the readers should be avoided. It is said that when the reporter when is in doubt, he should leave it out.

b) **Focus :** A report should focus on the main theme of the subject. What the reader expects is information and substance.

c) **Objectivity:** The report must be objective. The writer should never take sides. Their personal bias should not be reflected in the story. If there are two sides to a story, both should be given adequate coverage.

In other words, the report should be balanced.

d) **Credibility:** A report should be credible. Before writing, the reporter should crosscheck the facts and figures. Mistakes can creep in when work is done in haste. It is always better to revise the copy before sending to the editor.

If the story can be improved, it should be rewritten.

7.6 BREAKING NEWS, EXCLUSIVES OR SCOOPS

These are terms that are commonly used In the media world. By breaking news, we mean a report of any sudden news development which was not known so far and which is of utmost importance to a large section of society. Nowadays, breaking news is a familiar term for those watching television channels.

Exclusives or scoops are news reports which are covered by only one reporter. Nobody else gets it. It is considered to be a great journalistic achievement, a 'score' of a reporter.

7.7 QUALITIES OF A GOOD REPORTER

There are 20 qualities required for the making of a good reporter. It does not mean that all reporters possess these qualities. It varies from person to person. But it is better if a journalist cultivates it because it pays him in the long run. The following are the qualities -

News sense, clarity, objectivity, accuracy, alertness, inquisitiveness, time consiousness, patience, imagination, farsightedness, self-control, integrity, sincerity, fearlessness, tactfulness, mobility, enthusiasm, readiness to face challenges, reading habit.

INTEXT QUESTIONS 7.3

1. Mention five qualities required for a good reporter.

2. What is a scoop? Give two examples.

7.8 INVESTIGATIVE REPORTING AND INTERPRETATIVE REPORTING

Investigative reporting means reporting a matter, often a scandal or controversy, in all its details. It is in-depth reporting. For this, a reporter or a team of reporters selects a particular subject and goes deep into it. In the recent past some such stories investigated by the media are the Bofors arms deal, security scam and urea import scam.

Activity 7.1

Find out any one investigative story that was reported recently.

Investigative reporting sometimes becomes a sting operation. A sting operation is one in which a reporter adopts all available methods and tactics to collect the information. Sometimes they even trap people for that. One such sting operation that created controversy was done by Tehelka.

Activity 7.2

Find out about a sting operation that took place recently.

Notes

Interpretative reporting, as the name suggests, is interpretative in nature. These are analysis of news developments. It is mostly done by senior journalists with years of experience in reporting a particular field. Most common interpretative reporting is on political developments. Correspondents covering political parties do this whenever a major development takes place in that party.

7.9 EDITORS

You have learnt about reporters and reporting. Now let us learn about editors. Every newspaper will have a set of editors, like reporters. All editors are not of the same category. Their position and role differ according to the work they do.

The editor is a person who edits. An editor supervises the reporters and improves his reports for publication. An editor also plans about what to report, how to cover and the relative importance to be given to each story.

In a newspaper, the top post is that of a Chief Editor. The Chief Editor or Editor heads all departments in a newspaper and is in charge of the overall supervision. Next to this post, there are managing editors. For assisting him, there are assistant managing editors or deputy managing editors.

Then there are news editors. They are directly in charge of the news desks. The desk is the place where reports are edited and sent for printing. Under the news editors are chief sub editors or desk chiefs. Once the news editor selects the reports to be published, the desk chief gives that to sub editors under him to polish, correct, edit, put a headline, select the type phase and add pictures or graphs if required. This is the main process of editing.

Modern newspapers have editors for every section. The sports editor looks after sports news. The feature editor looks after the features section. Picture editors are in charge of photographers. Like that business editors look after business news. Then there are city editors who are in charge of the local area. In big cities they are called metro editors.

7. 10 EDITING A COPY

In a newspaper office, reporters are the ones who file stories. They may be given different assignments. These may be on politics, economics, parliament, the stock exchange, sports, courts or markets.

The reporter's job is to write the story as quickly as possible with all the facts and figures. In their hurry, they may not be in a position to polish the language. So the first job of a sub editor is to see that the report is in good language and there are no mistakes. There can be spelling mistakes, mistakes in sentence construction, grammer and factual mistakes. If the sub editor finds a portion of the report ambiguous or incorrect or doubtful he has to cross check it with the reporter.

Olympic Gold

Page 1 of 2

Olympic Gold

SPORTS-OLYMPICS-SHOOTING-LEAD CROSS (SPORTS)
Date : 09/11/2008 8:44:00 PM (PRODUCTY)
Beijing, Aug 11 (IANS) Amidst nerve wrecking tension and high drama, Abhinav Bindra shot an awesome 10.6 on the last attempt to create history as he became the first Indian to win an individual Olympic gold medal here today.

In the heart stopping final, Abhinav moved into the third place on the first of the final (10.7) and into the second position after the third shot (10.4).

His 10.6 on the seventh shot moved him into the first place for good and he never lost the lead after that and then struck a purple patch in the last series hitting a phenomenal 10.8 leaving the Chinese challenger and defending champion Qinan Zhu devastated.

Zhu shot after Abhinav but his last 10.5 shattered his hopes of retaining the title in his home country and when the qualifying round leader Henri Hakkinen came last to shoot and fired a dismal 9.2, it was a celebration time for India. The 25-year-old Chandigarh based World champion in 10m Air Rifle, Abhinav achieved what no other individual Indian has achieved so far in the Olympics as the National Anthem-Jan Gana Man- was played in the Games after a gap of 24 years.

The last time Indian flag went up in the Games was in Moscow in 1980 when men's hockey team won the gold and this morning Abhinav changed the face of Indian Olympic sports for ever.

The champion received the Gold from Princess Nora of Liechtenstein.

He had made the final in Athens but could not make it to the podium despite shooting his best among the medal winners.

"There is never enough preparation and training. There will always be something that you can do more...

"But I am starting to back myself and my beliefs, and doubt my doubts," Abhinav had said and his word proved to be prophetic today.

The Indian who came into the final finishing fourth in the qualifying round with 596, shot 104.3 in the final to upset the fancied shooters.

"I sincerely hope that my winning the Gold will change the face of the Olympic sport in India where it is not treated as a priority sport," Abhinav told mediapersons after his win.

Among the eight finalists, the Indian was the only shooter to have shot all his ten shots in the range of 10m and over, while remaining seven had one or more nine pointers.

Abhinav's score in the final read: 10.7, 10.3, 10.4, 10.5, 10.5, 10.6, 10.0, 10.2 and then that Golden 10.8.

The Indian, in the process lifted the gloom from the Indian camp which was reeling under the impact of the unexpected elimination of the trap shooters Manavjit Sandhu and Mansher Singh.

From being the youngest shooter in the 2000 Sydney Olympics, Abhinav has since traversed a long way.

"It is an opportunity to do well. I will try and perform to the best that I can on the world's biggest

http://10.1.2.12/smartnews/view/saved.cgi?ABbyUNID%3d7A905A6BA61674652574A20... 9/11/2008

Fig. 7.9(a): Story unedited

THE ECONOMIC TIMES

Sebi to fine 7 i-bankers for 'shoddy work'

THE NEW GOLD STANDARD

Fig.7.9(b): Story edited

The next job of the sub editor is to value add the report. If some background material has to be added, he has to collect it from the library and improve the

story. For example, if a report is filed on a train accident killing ten people, the sub editor can improve the story by collecting information about other major train accidents that happened recently. Similarly if a report is filed on the spread of dengue fever in the city, the sub editor should take a backgrounder about the earlier outbreaks of such contageous diseases and the measures taken to check these.

The sub editor then has to find a good heading for the story. The heading should be sharp, attractive, crisp and convey the spirit of the story. The heading should compel the reader to stop and read the whole story. While writing the heading, a sub editor should know the space available for the story, whether it is one column, two columns or three etc. The heading should fit within that column.

You must have noticed from this that the headings are not of uniform type. The type, or font, of the letters in each heading differs according to the length and width of the column. A sub editor should also know about the font sizes available. Each paper has its fonts and types.

While writing the heading, it should fit into the mood of the story. A sarcastic heading for a hard story will look odd. Similarly a hardline heading will spoil the spirit of a humorous piece. The heading should also be suggestive. It should never be a full sentence.

The sub editor now has to see if there is a possibility for including photographs along with the news item. Pictures or graphs can improve the visual quality of a report. For example, if there is a report about the names of probable ministers in an impending cabinet reshuffle, readers would be expecting their pictures also along with the report. So the sub editor should get their pictures from the photo library.

Similarly, if the report is about the change in income tax rates, the sub editor should think of a graph to go along with that.

MAN WITH THE GOLDEN GUN
West appeals to Russia for ceasefire
Chiranjeevi takes political plunge, opens party office
Two-wheeler makers gear up to give loans

Fig. 7.10: Headings

Condensation is a task that the sub editor has to do. Reporters generally file lengthy stories. Only the sub editor will be able to know about the availability of space in the newspaper. If the full story written by a correspondent will not squeeze into the space available, it is the job of the sub editor to condense it by rewriting or editing. If one word can substitute for a number of words that definitely should be done.

Fig. 7.11: Graphs

Another important decision an editor has to take is about giving a byline or credit to the story. Stories come from news agencies like Press Trust of India, United News of India, PTI Bhasha, Univartha etc. Normally bylines are not given for such stories. But if a reporter files an exclusive story then it should appear with his byline or name so that he gets individual credit for the story. The decision of giving a byline to a reporter for a particular story is taken by the news editor. But a sub editor who edits the story can always suggest to the news editor about giving that story a byline.

7.11 TOOLS OF A SUB EDITOR

What is Petrology? Do you know the meaning of the word ? If you are a sub editor and editing a report, what will you do if you come across this word? If you do not know the word, can you expect the reader to know it? You have to

Notes

refer to a dictionary to find out the meaning. You will find that Petrology is the study of rocks.

Similarly, do you know what Scotophobia means? Again you have to refer to a dictionary. The word means 'fear of the dark'.

A good dictionary is the first tool that a sub editor should keep by his side. While subbing or editing a story, you have to refer to it whenever required. All newspaper offices are equipped with different types of dictionaries.

Fig. 7.12: Dictionaries

Another tool a sub editor needs is reference books. When stories are edited, you need to refer on various issues. For eg. a report is filed about a new President being elected in a neighbouring country . Along with the news, we have to give a picture and some details about the person. So the sub editor has to look up some reference book and add those details.

A sub editor should know where to get the information he wants. Some of these may be available from the reference section of the library. For other details, one has to surf the Internet. Nowadays websites provide a lot of information.

INTEXT QUESTIONS 7.4

1. You are reporting a cabinet reshuffle. What additional information do you require to better your stories.
2. Mention three rules of good editing.
3. What are the tools required by a sub editor?

7.12 EDITING ON COMPUTER

Newspaper production is one area where technological revolution has made sweeping changes. It is interesting to note that though the newspaper is printed on paper, most newspaper offices are becoming paperless places. Computers have replaced paper. Filing of stories, editing and photo editing are all done on a computer.

So it goes without saying that a reporter or editor in the present time should be familiar with the computer. Knowledge of computers is a basic requirement for a newspaper job. Nowadays cartoonists also prefer to draw on the computer. Graphs and charts can be created on a computer easily. Photographers use laptops for editing and filing photos.

Editing on the computer has its advantages. Words and sentences can be corrected on the screen. There are a wide range of type faces available. Pages can be set on the computer. The pages so set can directly go to the press. Regional languages have also developed their own keyboards.

7.13 LAYOUT OF PAGES

How many newspapers are published in your place of living? Have you ever thought of how they are produced? Do all of them look the same? If they are different, how is that different look made possible? Newspaper layout makes it possible.

Each newspaper has a different layout though all have eight columns in each page. Types or fonts used by newspapers also differ from paper to paper. Every sub editor has to learn the type faces available in the paper and the layout pattern adopted.

Preparing the page of the newspaper is called page making. Earlier sub editors used to do it on dummy pages. Now a days they are doing it on the computer screen. Page layout is an art. Each page is different in a paper. At the same time there is a continuity also.

(a) Front page

(b) Editorial page

(c) Sports page

Fig. 7.13: Page Layout

Photography is an integral part of the media. Whether a newspaper or news weekly or news channel or a news portal, photography is essential to give it the visual impact, effect and authenticity. All newspapers have photographers working in different places. They regularly file pictures. But if you take a newspaper from your city, you will find that there are pictures from other countries also published. These are pictures filed by photo agencies. Like news agencies, there are photo agencies in all major cities.

It is said that a good picture is worth a thousand words. It shows the importance of pictures in a newspaper. Sometimes one picture is enough to explain the mood of a situation or an event.

Look at the following pictures. They give the impression about the situation without even a description.

Fig. 7.14(a)

Fig. 7.14(b)

Notes

When you see a photo in the newspaper you look for what is written under it. This writing under a photo is called the catchword or caption. When photographers file photos, it is the job of the sub editor to write the appropriate caption. A good caption can improve the impact of the picture.

See the captions in the following pictures.

Myriad shades of monsoon
BRIGHT RELIEF: A senior citizen armed with a colourful umbrella during heavy rain in New Delhi on Thursday
PHOTO: S. SUBRAMANIUM

Fig. 7.5(a)

Fig. 7.5(b)

Write captions for the following pictures.

Fig. 7.6(a)

Fig. 7.6(b)

Picture editing also involves placing the picture in the correct position in the page. It is part of the page layout. Usually in the front page, only very important news pictures will find a place. Like in the case of news reports, pictures can also be classified into various categories, like, news pictures, human interest pictures, sports pictures etc. Most papers have picture editors who select the pictures to be published. But it is the news editor who finally decides on the number of pictures to be carried in each page.

Notes

7.14 ETHICS OF REPORTING

Press freedom is a word that is commonly used. By this, we mean the right to publish news without any restriction or control. But this does not mean that anything about anybody can be published. There are certain rules of conduct or principles of morality which we have to follow while reporting. The editor should check and verify that the news which he publishes is correct, accurate, and factual. He should not publish anything that is misleading, inaccurate, defamatory, vulgar or obscene. Media should not intervene into the privacy of individuals. Also media should not report anything that harms national interest.

The government of India has passed from time to time several Acts connected with the press and press freedom. The Press and Registration of Books Act 1867 is the oldest among them. According to this Act, every newspaper or magazine printed in India shall print the name of the printer and publisher and the place of printing in the publication.

If a report published in the paper defames the reputation of a person, that individual can file a defamation case in the court of law. The editor, printer or publisher are liable to be punished either individually or jointly.

7.15 WHAT YOU HAVE LEARNT

→ Reporting
- gathering news from various sources
- basic facts about Reporting
- qualities of a good Reporter
- investigative and interpretative reporting
- ethics of reporting

→ Editing
- types of editors
- editing a copy
- editing on a computer
- tools of sub-editor
- editing of pictures
- layout of pages

→ News story
- categories of news
- breaking news,
- exclusives or scoops
- qualities of a good news story

7.16 TERMINAL EXERCISES

1. Explain the importance of reporting and editing in a news story.
2. Describe in detail the basic facts to be taken into account while reporting. What are the qualities of a good news story?
3. Give an account of qualities of a good reporter.
4. What is editing? Explain the role of editors in a newspaper office.
5. Prepare a front page of a newspaper with news and photographs.

7.17 ANSWERS TO INTEXT QUESTIONS

7.1 1. By reporting, we mean collection or gathering of facts about current events or background material required for a news story or feature.

Reporters do it through interviews, investigations and observation. Editing is a process by which a report is read, corrected, modified, value-added, polished, improved and made better for publication.

2. i) listening ii) covering events iii) pess conferences iv) reports and statements v) parliament and assemblies

7.2 1. Select from any newspaper.

2. Select from recent newspaper reports

7.3 1. News sense, clarity, objectivity, accuracy and alertness.

2. A scoop or exclusive is a news report which one reporter reports and which is not reported by anybody else. It is considered to be a great journalistic achievement, a score of a reporter over others. Examples to be taken from recent newspaper reports.

7.4 1. In a Cabinet reshuffle main interest will be on new ministers inducted into the Cabinet. If any minister is dropped it is also news. Background of new ministers, their photographs and any other sidelights will make the report more comprehensive. Portfolios of Ministers is another important aspect to be covered.

2. edit the copy and improve the language, correct mistakes and give a good and attractive heading .

3. Dictionaries, reference books, internet accessibility and library.

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8

LANGUAGE PRESS IN INDIA

You have learnt in your earlier lesson about the beginning of newspaper production in India. You have also learnt that the Gujarati daily Mumbai Samachar, published in 1822 from Mumbai, is the oldest existing newspaper in our country. We have also seen the cultural awakening and freedom movement that led to the growth of language newspapers.

Newspapers in India can broadly be classified into two groups - English newspapers and language newspapers. As the name indicates, English newspapers are published in English language. They are mainly published from big cities and towns.

Whereas language newspapers are published in different Indian languages. Unlike the english papers, these are available even in the interior villages of the country. Thus they have a major role in formulating public opinion across our country.

OBJECTIVES

After studying this lesson, you will be able to do the following :

- differentiate between English and language newspapers ;
- describe the history of language papers in India ;
- explain the role played by language newspapers ;
- identify news agencies ;
- understand about freelancing, cartooning and book publishing

8.1 DEFINITION OF LANGUAGE NEWSPAPERS

By language newspapers, we mean newspapers published in different languages spoken in the country. They are also called regional newspapers. In India, language papers are published in more than 100 languages. But the main papers are

published in 16 principal languages. Language papers vary from english papers in their style, presentation and approach.

Fig 8.1: Language Newspaper

8.2 DIFFERENCES BETWEEN ENGLISH NEWSPAPERS AND LANGUAGE NEWS PAPERS

a) English papers are published in one language only i.e. English, whereas language papers are published in different languages.

b) English papers are mostly concentrated in big cities and major towns. Language papers are circulated all over the country.

c) English newspapers cater mainly to the well-educated, middle class, upper middle class and higher income groups. Language papers are read by even lower middle class and even those below that.

d) English dailies have less penetration in the rural public whereas language dailies have more penetration in the rural areas.

e) English papers follow the British tradition while the language papers have evolved their own style and methods.

f) More money is generated from advertisements in English papers as they circulate amongst people with better purchasing power. Language papers do not get the same amount of revenue from advertisements.

flamboyant : showy

g) English papers are more colourful and flamboyant. Language papers adopt a simple style.

8.3 GROWTH OF LANGUAGE NEWSPAPERS IN INDIA

At the time when India became independent, the country had only 3533 publications. Among them 330 were daily newspapers and 3203 were periodicals. After 50 years, there has been a 12 fold increase in the number of publications. In 1997, according to the data published by the Registrar of News Papers of India, there were 41705 publications among which the number of newspapers was 4719. In 2006, this has gone up to 45600 publications, in which 5600 are newspapers. At present, India has 398 major newspapers with an overall circulation of 30,772,000 copies.

India has the world's largest newspaper market after China. While news papers are struggling in Europe and USA, in India and China there is a boom.It is interesting to note that the world's three top countries in newspaper circulation are China with 98.70 million copies, India with 88.90 million copies and Japan with 69.10 million.

Growth of newspapers is calculated in two ways, one is by circulation and the other is by readership. One copy of a newspaper may be read by several people. If a family subscribes to a newspaper it is likely to be read by four of six members. So if a newspaper has a circulation of one lakh, its readership may be four or five lakhs.

A close study of newspaper readership in India shows that there are more readers for language newspapers. This is mainly because english newspapers are confined to cities and towns whereas language newspapers are widely circulated in the rural areas.

INTEXT QUESTIONS 8.1

1. Fill in the blanks with appropriate word/s:

   i) Three countries with highest circulation of newspapers are……., ……..and …… .

   ii) The growth of newspapers is calculated in two ways : …… and ……

   iii) In India, readership is more for …… newspapers.

8.4 REASONS FOR NEWSPAPER BOOM

India is one of the fastest growing media markets in the world. It is not only newspapers but other media forms which are also growing at a fast pace like

radio, television channels and internet. Let us now look into some factors that have contributed to this boom of newspapers in India.

a) ***Rise in literacy rate*** **:** There is a steady rise in the literacy rates in all the states of our country. More and more people are being initiated into the world of reading and writing. They gradually learn to read newspapers and periodicals.

Robin Jeffrey who made elaborate studies about the newspaper revolution in India says that the fastest growth rates in newspaper circulation were in states which showed the strongest growth rates of literacy.

b) ***Expansion of the middle class*** **:** As the Indian middle class expands, it leads to an increase in the circulation of newspapers. When a household makes economic and educational progress, they consider it as a status symbol to subscribe to a newspaper.

c) ***Untapped market*** **:** India still has an estimated 350 million people who can read and write but do not buy any newspaper. So there is a vast segment that is still untapped as far as newspaper circulation is considered. More and more newspapers are trying to woo this section.

Untapped: unexplored

d) ***Education of women*** **:** It is often said that if you educate a woman you are educating the next generation. In India women are getting more and more educated and this in turn leads to education of children. Awareness also increases along with this. It contributes a lot to the growth of readership.

e) ***Technological advancement*** **:** In earlier days, starting a newspaper publication or establishment of a new edition was a costly affair. As technology has improved, it became easier for newspapers to start new editions. This has led to an expansion of newspapers even into small cities and towns.

editions: versions

f) ***Better purchasing power :*** Improvement in the purchasing power of the common man is another factor which helped in the growth of newspapers. Coupled with this, newspapers also started reducing their prices. So it became affordable for the common man.

g) ***Aggressive marketing*** : Newspapers and periodicals are adopting aggressive marketing strategies to attract more readers. They offer various schemes with gifts to attract subscribers. They also offer concessions for long term subscriptions. All these have resulted in an increase of newspaper sales.

h) ***Political awareness*** : As people become more and more aware about political

developments, they show interest in reading newspapers. In India, sections of people who had earlier not shown much interest in political activities are now realizing their rights as citizens and are becoming more vigilant about their social responsibilities.

8.5 GROWTH OF LANGUAGE NEWSPAPERS

The reasons for the growth of newspapers in India that we have studied so far are equally applicable for the growth of language newspapers. But there are some other factors that helped the rise of the latter. During the early days, the language press was looked down upon as 'vernacular dailies' by the English press but with the rise and emergence of language media as a major force this impression has changed.

Indian economy is basically a rural economy. More than 60 per cent of our population lives in the rural areas. According to a survey by National Sample Survey Organisation, more than 16 crore households live in the rural areas.

A paradigm shift has been visible in the rural population over the past 50 or 60 years. Indian farmers, who were classified as born in debt, live in debt and die in debt, have become one of the most influential consumer groups in society now. Their income levels have increased and along with that, tastes and preferences have also shown changes. This advancement of the rural mass has resulted in the growth of language newspapers.

A marked change in the coverage of local news by newspapers is another reason for the growth of language newspapers. Earlier national and international news dominated the Indian press. But the experiment by some newspapers, especially in the southern states, of covering local news with prominence gave a big boost to their circulation. Newspapers from other parts soon copied this. Newspapers started covering issues that were concerned with the ordinary people. The rural people found that there is a medium to express their grievances and aspirations.

Starting of multiple editions was another factor that resulted in the growth of the language press. Earlier newspapers were confined to state capital cities only. But as more and more potential readers emerged from other areas, newspaper owners started editions from even district centres. Thus multiple editions of newspapers were brought out

The boom in advertising also helped in the growth of the language press. The rural mass turned out to be the biggest market for any product. For attracting them, advertisers were forced to give advertisements in local papers. This in turn resulted in an increase of revenue for the language press.

INTEXT QUESTIONS 8.2

i) Give three reasons for the newspaper boom in India.

ii) Give three reasons for the growth of language newspapers in India.

iii) What are multiple editions?

8.6 STUDIES ABOUT THE PRESS IN INDIA

The newspaper revolution in India has always been a subject for study by researchers and different agencies working in the field. Most of the studies are done on two different periods ,colonial period and after independence. Some studies further divide this into pre-emergency period and post-emergency period.

The Registrar of Newspapers of India (RNI), the National Readership Council of India (NRCI) and the Audit Bureau of Circulation (ABC) are some of the organizations which regularly conduct studies on newspapers in India. They do it as an annual exercise and publish reports. The Government of India appointed two press commissions and they have also submitted reports on the Indian media.

Apart from this, researchers and authors have done extensive studies on the newspaper revolution in India and published books. Robin Jeffrey in his book, "India's Newspaper Revolution " published in 2000 deals elaborately about the various aspects of the Indian press. "A History of Press in India" by S. Natarajan, "Journalism in Modern India" by Ronald E Wolseley, "Newspaper Circulations in India, 1998-2000" by Naresh Khanna and "Journalism and Politics" by M. Chalapathi Rau are some of the other books worth mentioning. Sevanti Ninan has written a book on the growth of the Hindi Press, called "Headlines from the Heartland". Some veteran journalists have also written articles on the growth of the Indian media.

8.7 DIVERSITY OF THE LANGUAGE PRESS

During the Independence struggle and after, the Indian newspapers had flourished and expanded, gaining wider circulation and extensive readership. Compared to many other developing countries, the growth of the Indian Press has been impressive . Apart from English language, newspapers are published in India in more than 100 languages though only 22 main languages are listed in the Eight Schedule of the Constitution.

The Registrar of Newspapers for India, in their annual report on 2006, observes:-

" In a democratic set-up, it is important that all the citizens have the right to information. The news regarding the happenings within and outside the country has to be disseminated to the people. In the past, the print media shouldered the responsibility of disseminating the news. But, today with the growth of information technology, audio and visual media are in the field with instant and wide coverage. We thought that the advent of information technology would affect

the print media. But, it didn't happen; statistics also shows that no technology can beat the print media, which always finds its own level.

"The print media has responded to the new changes and challenges with its modernization. They have accepted the information technology, which resulted in better coverage with greater speed and affordable price. The readership of newspapers is also growing. The statistics also shows that the people prefer their regional language newspapers and that is why the regional newspapers are venturing out to bring editions from other cities where there is a sizeable population of the respective language."

The publishers, under Section 19D of the Press and Registration of Books Act, 1867, are required to submit annual statements to the Registrar of Newspapers for India. These annual statements are the principal source of data for compilation of this report. All publishers do not submit their annual statements. Hence, the report by the RNI cannot be taken as comprehensive. It can give only a broad overview on the general trend of the Indian press based on the number and circulation of the newspapers.

INTEXT QUESTIONS 8.3

1. Name two books on growth of newspapers in India.

2. Name the organisations which regularly conduct studies on newspapers in India.

3. In how many languages are Indian newspapers published?

8.8 EARLY GROWTH PERIOD OF LANGUAGE NEWSPAPERS

According to Naresh Khanna, who studied about the trends in circulation of regional language papers, four languages showed the fastest growth between 1998 and 2000. They are Malayalam, Bengali, Hindi and Marathi. During the same period, newspapers in seven languages showed either stagnation or decline. They are Telugu, Urdu, Tamil, Oriya and Kannada.

Malayala Manorama, a language daily in Malayalam, which was started in 1890, became the largest circulated daily in India by 1980s. Malayala Manorama continued to remain in that position for more than a decade. Ananda Bazar Patrika in Bengal continued as the largest circulated newspaper published from one centre, Kolkata. But when the hindi newspapers started expanding in a big way, they surpassed all other language papers in circulation. Today Dainik Jagaran and Dainik Bhaskar are the two largest circulated dailies with a readership of more than 20 million.

Most language newspapers have shown remarkable recoveries in circulation in the late 1990s. The National Readership Survey of 2006 revealed that newspaper

readership in rural areas has grown so fast that it paralleled the readership in urban areas.

The Report says :

"As a proportion, however, press reach has stabilized in urban India at 45%. The reach in rural India has also stayed the same at 19%, needless to say, on a much larger population base. The number of readers in rural India (110 million) is now roughly equal to that in urban India (112 million)."

8.9 RECENT TRENDS

The annual report of RNI for 2005-06 gives a clear picture of the latest trend in newspaper circulation.

"During 2005-06, 2074 new newspapers were registered. Four newspapers ceased publication. As on 31st March 2006, there were 62,483 registered newspapers on record as against 60,413 at the end of March 2005. The total circulation of newspapers increased from 15,67,19,209 copies in 2004-05 to 18,07,38,611 copies in 2005-06. The number of newspapers submitting annual statements also increased to 8512 from 7225 during the year.

As per the data from Annual Statements received, the highest number of newspapers were published in Hindi (4131), followed by English (864), Gujarati (775), Urdu (463) Bengali (445), and Marathi (328) In circulation, Hindi newspapers continued to lead with 7,66,98,490 copies followed by English with 3,41,06,816 copies. Gujarati Press with 98,44,710 copies came third. Urdu and Malayalam language press closely followed with 92,17,892 and 82,06,227 copies respectively. Among language dailies, Hindi led with 942 newspapers followed by 201 in English. The languages that published more than 100 daily newspapers were - Urdu (191), Telugu (147) Marathi (130) and Gujarati (100).

8.10 STATE-WISE ANALYSIS

As per the annual statements received during 2005-06, the number of dailies published in the country was 2130. Their claimed circulation figure was 8,88,63,048 copies, 12.93% higher than that the previous year. Hindi had 942 dailies claiming a circulation of 7,66,98,490 copies, while 201 English dailies claimed 3,41,06,816 copies.

During 2005-06, the largest numbers of newspapers were published from Uttar Pradesh (1913), followed by Delhi (1133), Gujarat (817), Rajasthan (742), Maharashtra (642) and West Bengal (505). Uttar Pradesh topped in total circulation, with 3,32,91,882 in 2005-06, followed by Delhi with 3,06,03,048 copies. Maharashtra retained its third position with 2,04,72,8281 copies.

Uttar Pradesh had the largest number of daily newspapers (384), followed by Maharashtra (206). Daily newspapers are published from all the States. However, no circulation details were made available from the Union Territory of Lakshadweep.

Dailies from Uttar Pradesh with a total circulation of 1,34,92,557 copies were at the top, followed by Maharashtra with 1,05,37,174 and Delhi 88,08,045 copies.

A notable feature was that Orissa achieved the distinction of publishing newspapers in 17 major languages. Delhi and Maharashtra came next with 11, Kerala 9 and Gujarat with 6. Uttar Pradesh published the maximum number of newspapers in a single language i.e., 1608 in Hindi. Other states with notable number of language newspapers were Rajasthan 701 in Hindi, Delhi 594 in Hindi, Gujarat 741 in Gujarati, West Bengal 389 in Bengali, Madhya Pradesh 466 in Hindi and Maharashtra 312 in Marathi. It was also noticed that regional language newspapers were leading both in number and circulation in all major States.

INTEXT QUESTIONS 8.4

i) Which is the largest circulated daily in your area?

ii) In which language is the highest number of newspapers published in India?

iii) Which state has the largest number of newspapers published in a single language?

8.11 CIRCULATION AND READERSHIP LEVELS

Which is the newspaper you are subscribing in your house? Is it an English newspaper or a language newspaper? How many people read the newspaper in your house? Have you observed that one copy of a newspaper which is reaching your house is read by more than two or three people. In some houses, it may be read by even five or six people. You may also find that your neighbours also read the same paper. Have you ever visited a library? There you will find one newspaper being read by several people.

You have to learn two aspects from this. One is the subscription or circulation of a newspaper. The second one is its readership. You must know that even if only one copy of a newspaper is subscribed in a house, it may be read by many people. Therefore, a newspaper having one lakh circulation may actually be read by about five lakh people .

Let us see how the circulation and readership of a newspaper is calculated ? In India there are two primary institutions which maintain a record of circulation and readership of newspapers. Let us list them. 1. The Registrar of News Papers for India (RNI). 2. The Audit Bureau of Circulation (ABC).

- ***The Registrar of Newspapers of India (RNI)*** **:** The government of India established the RNI in 1956 on the recommendation of the first Press Commission .The RNI oversees the activities of the press in India. They annually publish Press in India reports which gives an idea of circulation as well as readership figures. As per the advertisement policy of the government of India for the release of government advertisements, a newspaper should have a minimum circulation of 2000 copies. RNI has a website http//rni.nic.in from where all details are easily accessible.
- ***The Audit Bureau of Circulation (ABC)*** **:** is not a government organisation. It was established in 1948 by the association of publishers and advertisers. The Audit Bureau of Circulation has established the National Readership Studies Council (NRSC) which is constituted by the Advertising Association of India, ABC and Indian News Paper Society. They conduct readership surveys of newspapers and weeklies in India every six months.

ABC has a website **www.auditbureau.org .**

- National Readership Studies Council (NRSC) also has a website www.nrsc.in

Activity 8.1

Go through the websites of RNI, ABC and NRSC and find out the ten largest circulated newspapers in the country. You may also find out ten newspapers with the largest readership as well as the ten largest circulated weeklies in the country. Prepare a chart with all these details for future reference.

8.12 SOME UNHEALTHY TRENDS

Though growth of language newspapers is a welcome sign there are also some areas of concern. This is because intense and fierce competition often results in unhealthy practices. One such practice is predatory price wars. One Newspaper reduces the price resulting in an increase of its circulation. But this will soon be retaliated by further price cut by rival papers. One good outcome about this price war is that readers benefit by reduced prices, but small and medium newspapers suffer because they cannot afford to have price cuts to increase circulation.

Excessive dependence on advertisement revenue is also not good for newspapers. Government advertisements account for more than 50 per cent of all advertisements in Indian papers. This monetary incentive makes newspapers to limit criticism of the government policies. Cut-throat competition is also a threat to journalistic norms and values. There are instances of media excesses and media trials, fake sting operations, criminal tresspassing of privacy, glamourization of criminals and mafia dons, promotion of hatred among communities and inflaming of raw emotions. Media houses also resort to mud slinging through advertisements to show that their publication is superior and the products of rivals are inferior.

Media houses sometimes try to woo more subscribers by offering gifts and concession coupons.

8.13 FUTURE OF THE LANGUAGE PRESS IN INDIA

India is one of the fastest growing economies. One significant feature of this growth is the narrowing of the urban and rural divide. Globalisation also leads to this transition. The rise in literacy , more educational opportunities, growth of industry, emergence of a new middle class, modern communication systems and enhanced purchasing power, have all combined to help in the increased circulation of language papers.

INTEXT QUESTIONS 8.5

a) Mention two unhealthy trends in the newspaper industry

b) Give two examples of price wars.

c) What is the future of language newspapers in India?

8.14 WHAT YOU HAVE LEARNT

- Definition of language newspapers
- Differences between English and language newspapers
- Growth of language newspapers in India
- Reasons for the newspaper boom in India
- Factors which helped the growth of language papers
- Recent trends in circulation of papers
- Some unhealthy trends in the newspaper industry
- The future of language newspapers in India

8.15 TERMINAL QUESTIONS

1. What are the differences between English papers and language papers.
2. Analyse the reasons for the newspaper boom in India.
3. What are the factors which helped the growth of language papers.
4. Give an account of recent trends in circulation of papers.
5. Discuss about some unhealthy trends in the industry.
6. How do you see the future of language newspapers in India ? Explain.

8.16 ANSWERS TO INTEXT QUESTIONS

8.1 1. i) China, India and Japan

ii) circulation and readership

iii) language

8.2 i) Refer to section 8.4

ii) Refer tosection 8.5

iii) Refer to section 8.5

8.3 i) Refer to section 8.6

ii) Refer to section 8.6

iii) more than 100 languages

8.4 i) the answer would vary from learner to learner.

ii) Hindi

iii) Uttar Pradesh

8.5 i) Refer to section 8.12

ii) Refer to section 8.12

iii) Refer to section 8.13

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9

CHARACTERISTICS OF RADIO

You probably know the story of Sanjay in the Mahabharata who described the war to Dritharasthtra who could not see. Sanjay could 'see' the war with his divya drishti or his divine eye. Probably you can call Sanjay as the first 'radio broadcaster'.

Suppose you are in a far flung area near the Himalayas on 26th January. You have a radio with you and you tune into the running commentary of the Republic Day Parade. You would know exactly what is happening in Rajpath in Delhi. The commentator (like Sanjay in the Mahabharata) will describe the details of the parade and as you listen, your imagination takes you to the Republic Day Parade. So that is radio for you. Wherever you are, you can listen to the near by radio station. You can listen to music, news and other programmes. Now that you have commercial radio stations, you can listen to round the clock chatting and music. And if you tune into All India Radio, almost every hour, you can listen to news and other programmes.

OBJECTIVES

After studying this lesson, you will be able to do the following :

- explain the concept of radio broadcast;
- describe the characteristics of radio broadcast;
- enumerate the functions of radio broadcast;
- list the limitations of radio broadcast.

9.1 TERMS USED IN BROADCASTING

Let us first understand some of the common terms used in the medium of radio.

- **Audience:** The group of people whom radio or media reaches for a particular programme.

- **Listener/s:** A person or a group of people who form the target audience of radio programmes.
- **Broadcaster:** a person who presents or announces programmes over radio for the public.
- **Broadcasting:** any communication or transmission of any message or signal to the public through electronic apparatus.
- **Tuning into radio:** You have to switch on your radio and tune into the station you want to listen to.
- **Live broadcast:** It means a programme being broadcast directly without any pre-recording or the sounds made at the moment of broadcast.
- **Pre-recorded programme:** The programme recorded on magnetic tape, phonographic discs or compact disc for broadcasting it later.
- **Script :** The written copy of the words to be spoken during a radio programme.

9.2 OBJECTIVES OF RADIO

In the first module, you have learnt about the role of mass media. There, we were referring to different forms of mass media like the print media (newspapers, magazines etc.) and electronic media (radio, television etc.) These media have functions which are common.

Have you heard an advertisement on a popular brand of soap or shampoo ? What does it communicate? Through that you have come to know about the brand name of the soap or shampoo. You are informed or told that such and such a product is available in the market.. That advertisement would also tell you what benefits the brand offers.

Let us take another example. The water supply department makes an announcement on radio that there will be no water supply in your village or town the next day morning. So you get ready to face that situation.

Or a message on radio tells you that the following sunday is 'polio immunisation' day. If you have a small child in your home, with that information received through radio, you decide that the child should be taken to be given polio drops.

You might have heard rural programmes on agriculture on radio. Experts who take part in that programme may explain what precautions are to be taken for a

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crop during a particular season. You learn to do a particular agricultural practice using that information.

Now think of the three examples given above. In the first case, you come to know about the availability of a particular brand of soap or shampoo. It is for you to decide what you want to do with that information. It just informed you.

In the second and third example of the announcements about water supply and polio immunization also, you are given information. You would agree that this information is of great use.

When it comes to the fourth example of a particular agricultural practice, the information can educate a farmer who has no formal education or training in agriculture.

Let us take the example of 'Gyanvani'. This is a radio station through which educational programmes are broadcast for the benefit of learners.

Now what do you understand from these examples about the role or function of radio?

Firstly, radio informs

Fig. 9.1: Listening to radio in a rural setting

Secondly, radio educates

Fig. 9.2: Students listening to an educational programme on radio

Radio stations broadcast film songs. Don't you tune into film songs on radio for entertainment? Even the casual comments and announcements on radio entertain us.

So radio also entertains

Fig. 9.3: Listening to music while driving

People tune into radio basically for these three things — for information, education and entertainment. As radio is not expensive, for a large number of people in our country, radio continues to be the only source of information, education and entertainment. Those who cannot read or write or cannot see listen to radio news for getting informed about what is happening around them.

However, the three objectives of radio are interrelated.

Activity 9.1

Tune into your favourite radio station. Listen to the programmes over a period of two or three days. Make a list of them and find out if they were a source of information, entertainment or education.

INTEXT QUESTIONS 9.1

1. Given below is a list of descriptions. Relate them to the respective term used in the medium of radio.

   i) A person or a group of people who form the target audience of radio programmes. _____

   ii) a person who presents or announces programmes over radio for the public. _____

   iii) any communication or transmission of any message or signal to the public through electronic apparatus. _____

   iv) The programme recorded on magnetic tape, phonographic discs or compact disc for broadcasting it later. _____

   v) The written copy of the words to be spoken during a radio programme. _____

2. You have learnt that one of the objectives of radio is to inform its listeners. Name the other two objectives and give your own examples of such programmes on radio.

9.3 CHARACTERISTICS OF RADIO

(i) ***Radio makes pictures:*** Remember the example of the running commentary on radio of the Repubic Day Parade in Delhi? As you heard the commentary, you could visualize or 'see' in your mind what was being described. You could actively 'see' pictures in your mind of the parade even as you listened to the sounds of bands playing patriotic tunes or the sounds of marching and commands. You use your power of imagination as you follow the running commentary.

(ii) ***The speed of radio :*** Radio is the fastest medium. It is instant. As things happen in a studio or outside, messages can be sent or broadcast. These messages can be picked up by anyone who has a radio set or receiver which is tuned into a radio station. If you have a television set and cable or satellite connection you may be using a remote to get your favourite channel. These days if you have a satellite connection, you can also receive radio signals of various AIR stations. Otherwise your normal radio set gives the meter or frequency on which various radio stations operate. You are tuned into that station and listen to news that happened a few minutes earlier. On the other hand, a newspaper gives you the previous days' news. Of course television can also cover events instantly. But television is a more complex medium where you need light and cameras for any coverage.

(iii) ***Simplicity of radio:*** Compared to all other media, radio is simple to use. As mentioned in the previous sections, radio needs very simple technology and equipment.

(iv) ***Radio is inexpensive:*** As it is simple, it is also a cheaper medium. The cost of production is low and a small radio can be bought for as low a price as say fifty rupees.

(v) ***Radio does not need electric power supply:*** You can listen to radio using dry battery cells even if you do not have electric power supply or a generator. So in a country like ours, where electricity has not reached everywhere, radio is a great blessing.

(vi) ***A radio receiver is portable:*** Don't you move your radio set at home from the living room to the kitchen or as you go out some where? You can't do that very easily with television. This facility of moving an object which is called 'portability' gives radio an advantage. These days if you have a car and a radio in it, you can listen to it as you drive or travel. Can you think of watching television, when you drive ?

(vii) ***One does not have to be literate to listen to radio :*** Unless you are literate, you can't read a newspaper or read captions or text on television. But for listening to radio, you need not be literate at all. You can listen to programmes or news in any language on the radio.

(viii) For a majority of Indians in the rural areas, radio is the only source of news and entertainment . Radio news can be heard anywhere using an inexpensive receiver. Even the most economically backward sections can afford to use the medium of radio.

- Radio is the best medium of entertainment. It provide healthy entertainment to the listeners.
- There is plenty of music of different types available to people.
- The popular types of music are classical, light classical, light, devotional, folk and film music.

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INTEXT QUESTIONS 9.2

1. Name any three characteristics of radio.

2. State whether the following statements are true or false :

   i) Radio makes pictures.

   ii) Radio is a slow medium.

   iii) Radio is an expensive medium.

   iv) One has to be literate to listen to radio.

   v) Radio is not a portable medium.

9.4 LIMITATIONS OF RADIO BROADCAST

So far, we have learnt about the main strengths of radio as a medium of mass communication. Now let us understand the limitations of radio.

a. **A one chance medium :** When you read a newspaper, you can keep it with you and read it again. You have the printed word there and unless the paper is destroyed it will remain with you. Suppose when you read a news item, you do not understand the meaning of certain words. You can refer to a dictionary or ask someone who knows to find out the meaning.

Now think of radio. Suppose you are listening to a news bulletin in English and you hear words that you don't understand. Can you refer to a dictionary or ask someone else for the meaning? If you stop to do that, you will miss the rest of the news. You have to understand what is being said on radio as you listen. You have only one chance to listen. What is said on radio does not exist any longer; unless you record it. The words have momentary life. After it is spoken, it disappears unlike a newspaper or a printed book. So that is one of the greatest limitations or weaknesses of radio . It's momentary nature or to put it differently – *radio is a one chance medium*. A listener has just one chance to receive the message and understand it.

b. **Radio has no visual images:** Let us consider a news item on radio and the same item on television. For example, the news about the devastating cyclone Nargis that hit Myanmar in May 2008. Radio news talked about the intensity of the cyclone, the number of deaths, details about property destroyed etc. However in the case of television, it showed the actual cyclone hitting the country, visuals of properties destroyed, rescue operations and many more details which could be seen. Now compare the two. A natural disaster like a cyclone when seen on television is more effective than what you hear on radio. It is said that "a picture is worth a thousand words". It is also said that

"seeing is believing". So when you see something, it is more believable than what you hear. So having no visuals is a major limitation of radio.

c. **Messages on radio are easily forgotten:** The problem of not having visuals leads to another limitation of radio. What is seen is often remembered and may remain with us. For example if you have seen the fine visuals of the Taj Mahal in Agra, it will remain in your memory. But what you hear is normally forgotten fast. Probably you may remember what you have heard in a class room if you found it interesting. But can you recall all the head lines of a news bulletin you heard on radio? Normally, you don't. So this is another limitation of radio. Messages heard on radio are easily forgotten.

d. **Poor performance on the part of announcers :** Presenters or participants in a radio programme can be boring or uninteresting that it can result in listeners switching off their radio sets. So listeners' interest depends up on how information or messages are presented.

e. Radio broadcasts are of no use to people who have no sense of hearing especially those with hearing disabilities.

IN-TEXT QUESTIONS 9.3

1. List any three limitations of radio.
2. State whether the following statements are true or false :
   - i) Radio gives visual images.
   - ii) If the commentator is dull, his broadcast will also be dull.
   - iii) Radio messages are easily forgotten.
   - iv) Radio is not a useful medium for people who cannot see.
   - v) A listener gets only one chance to listen and understand messages on radio.

9.5 WHAT YOU HAVE LEARNT

Characteristics of Radio

→ Concepts of radio broadcast

- common terms used in radio broadcast
- listener, broadcaster, broadcasting, pre-recorded programme, script, tuning into radio

Notes

→ Objectives of radio

- to inform
- to educate — inter related
- to entertain

→ Charactersitics of radio

- radio makes pictures
- fast medium
- simple medium
- inexpensive medium
- portable medium

→ Limitations of radio

- one chance medium
- lacks visual images
- messages on radio are easily forgotten
- not useful for those with hearing disabilities

9.6 TERMINAL EXERCISES

1. Make a list of the common terms that you have learnt on radio broadcast and explain each one of them.
2. Describe the objectives of radio with examples.
3. Radio as a medium has certain characteristic features. Explain.
4. Explain in detail the limitations of radio?

9.7 ANSWERS TO INTEXT QUESTIONS

9.1 1. i) listener/s

ii) broadcaster

iii) broadcasting

iv) pre-recorded programme

vi) script

2. entertain; educate. Examples will vary from learner to learner.

9.2 1. Refer to Section 9.3.

2. i) True

ii) False

iii) False

iv) False

v) False

9.3 1. Refer to Section 9.4.

2. i) False ii) True iii) True iv) False v) True

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10

THE RADIO STATION

Have you ever visited a radio station? If you haven't, let us find out how it is. You may be familiar with conducted tours if you have visited some place of tourist importance like the Taj Mahal in Agra or Qutab Minar in Delhi. There are guides who take you around and explain. So let's go on a conducted tour of a radio station.

The building of a radio station as such may look like any other public building. The offices are also like any other office. In this lesson, you will learn all about a radio station and how it works.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- describe the working of a radio station;
- explain the role played by different functionaries of a radio station;
- describe the functioning of All India Radio;
- classify the different types of radio stations.

10.1 RADIO STATION

In a radio station, there are basically three different wings. They are (i) Programme Wing (ii) Engineering Wing and (iii) Administration Wing. While the first two wings are responsible for running a radio station's broadcasts, the administrative wing provides all the support that is required for the functioning of the station.

Let us learn about the working of a radio station.

Radio studio

The moment one mentions the words 'radio studio' you may think of good sound. You may also think of the photo studio with which most of you are familiar or a film studio, which you imagine to be a special area for shooting. A photo studio is a room which is made exclusively for taking pictures. It has certain conditions suitable

for taking photographs. The room generally is dark; has plenty of artificial lights, which are powerful. It is suitable for the purpose of taking photographs. There may be curtains and pictures or scenery as background. If you want to take a photograph for a passport or for any formal purpose, you go to a photo studio. In a studio, the visual scenery is appropriate.

But how does a radio studio look like? Let us see. There is a table and a microphone. The room has just one door, which is not very easy to open, as it is very heavy. Before one enters this room, there is a small enclosed place, which has another heavy door. This empty space is called a sound lock, which prevents unnecessary outside sounds from entering the studio. Note that we have used the term 'unnecessary outside sounds'. Suppose we record sound in an ordinary classroom, office room or in a drawing room. What would be the result? You would hear the traffic noise from outside or the sounds of the old fans on the ceiling. You would also hear birds chirping or dogs barking. Suppose you tune into your favourite radio programme and you listen to all that noise. That will be terrible. You would expect what you listen to on radio to be clear.

A studio is so designed without any interference to ensure that outside noises are not recorded and you hear the voice of the speakers clearly. For this, besides the sound lock and heavy doors, you will find the ceiling and walls with perforated woollen panels. Of course the studio is nice and cool with proper air-conditioning.

Fig. 10.1: Radio studio

There will at least be two studios in a station. You have just learnt about one of them. Now you will learn about the second one. This may be smaller in size with the same type of doors, walls and ceilings. Here you will find the announcer or the anchor person sitting on a revolving chair with a microphone in front of the table.

There will be a computer, CD players, tape decks and a mixer .This is the actual broadcast studio from where presenters make announcements. This may be called an ***announcer's booth or a transmission studio.***

INTEXT QUESTIONS 10.1

1. Name the three different wings in a radio station.
2. What prevents outside unnecessary outside sounds from entering the studio ?
3. What is the name of the studio from where announcements are made ?

Control Room (CR)

Now let us move to the main technical area of the radio station which is often called a control room. Whatever is spoken in the studio or played from a CD player or computer is sent to this control room. All the programmes are sent from here to the transmitter.

- The control room occupies an important place in the radio broadcast. It is the place, connected with all the other segments of broadcast.
- Whatever the speaker/announcer speaks from the studio, it reaches the control room. From here they are sent to the transmitter for its onward transmission to the listeners. A lot of changes take place when one speaks through a microphone. You may have noticed that your voice sounds different when it is recorded.
- In the control room, technical people control the whole process and immediately send these waves to the t**ransmitter.**
- The transmitter sends these sound waves to the listeners' radio sets which convert them into sounds. There is no time gap in the whole process.

Studio ⟶ Control Room (CR) ⟶ Transmitter (XTR) ⟶ Listener

- Transmitters are generally located outside the city boundaries.
- The transmitters are of different capacities such as 1 KW to 100 KW, 200 KW or 250 KW or above.
- Their locations are decided according to their capacity.
- A 1 KW transmitter is normally installed in the vicinity of the studio/control room whereas the high power transmitters are installed outside the city.

Transmitter

You have learnt about the studio and the control room. It is essential to know about the transmitter also.

– A transmitter is the equipment through which we receive the radio broadcast on our sets.

– This is big equipment in comparison to other equipment installed in the studio or control room.

– The strength and type of the transmitter determines the coverage area of broadcast.

– There are two types of transmitters.
  - Low Power Transmitter (LPT) and
  - High Power Transmitter (HPT)

– Likewise, there are:
  - Medium Wave (MW) radio broadcast transmitters and
  - Short Wave (SW) radio broadcast transmitters

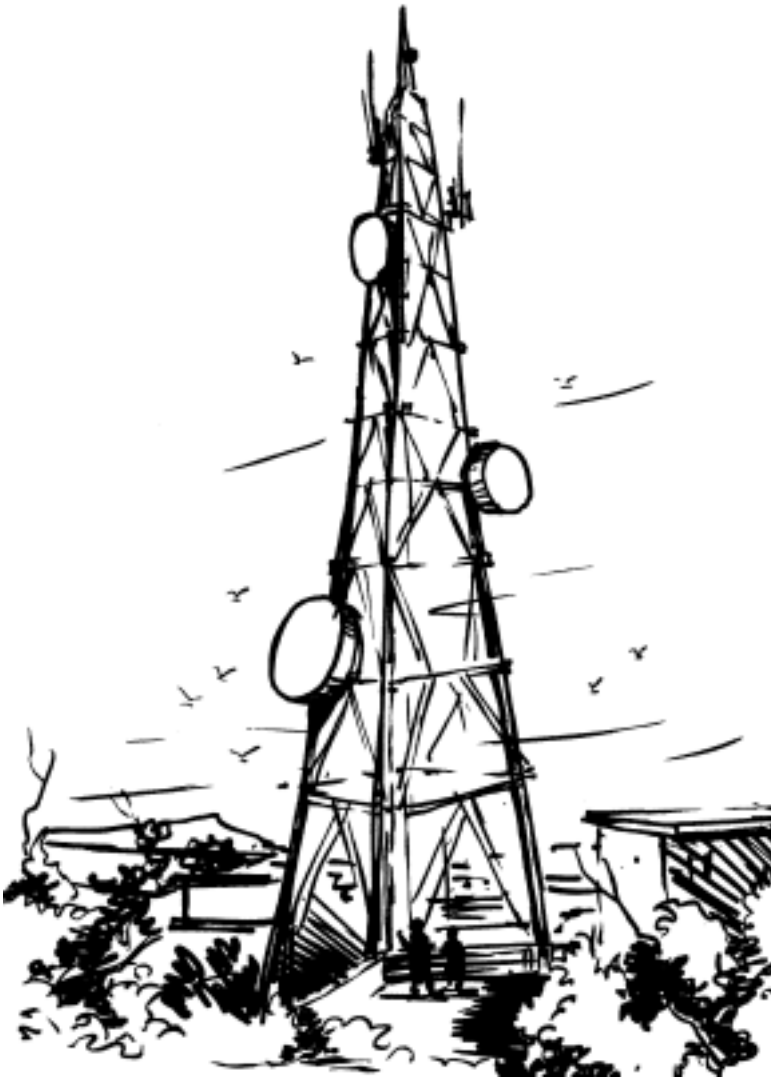

Fig. 10.2: Transmitter

Notes

INTEXT QUESTIONS 10.2

1. State whether the following statements are true or false:
   i) Programmes are sent from the transmitter to the control room.
   ii) Engineers are responsible for the technical quality of radio broadcasts.
   iii) Radio broadcasts are received on our radio sets through transmitters.
2. Name three important equipment found in the announcer's booth.
3 Expand the following terms-
   i) LPT
   ii) HPT
   iii) FM
   iv) MW
   v) SW

10.2 FUNCTIONARIES OF A RADIO STATION

Station Director

The Station Director is in charge of the radio station and also the head of the programme wing. In some stations they are called managers.

Station Engineer

The Station Engineer heads the engineering wing and is responsible for all the technical work at the radio station.

In addition there is a group of technicians and engineers, working quietly behind the scene. They operate and maintain broadcast equipment and oversee the control room. They are responsible for the technical quality of the broadcasts.

Programme personnel

These are persons who are engaged in planning, production , preparation and presentation of radio programmes. They are known as progamme executives or producers. They are part of the pogramme broadcast process.

Transmission staff

Persons who are responsible for a smooth and trouble free transmission process are known as transmission executives.

Radio Announcer

The radio announcer presents the programmes and is responsible for making them

interesting. The announcer has to convey feelings through his voice only. If the announcer is dull, his description will also be dull.

DID YOU KNOW ?

There was a time when listeners used to wait for the familiar voice presenting the 'Binaca Geet mala programme of film songs on radio. The voice was that of Amin Sayani.

Artists

In addition to the above staff, there are also music artists such as vocalists and instrumentalists who form part of the programme staff. They are all eminent performers in their own fields and graded according to their experience.

10.3 RADIO BROADCASTING SYSTEM IN INDIA

Even before we discuss about the radio broadcasting system in India, you must know about All India Radio commonly referred to as AIR , which is the main radio broadcaster of India.

Officially known as Akashwani, AIR is a division of Prasar Bharati or the Broadcasting Corporation of India, an autonomous corporation of the Ministry of Information and Broadcasting , Government of India.

Fig. 10.3

Notes

DID YOU KNOW?

AIR is the one of the largest radio networks in the world.

The headquarters of AIR is at Akashwani Bhawan, New Delhi.

AIR has different services each catering to different regions/ languages across India.

One of the most famous services is Vividh Bharati (All India Variety Programme) which offers programmes such as news, film music, comedy shows etc. in several cities of India.

Now, let us find out how AIR operates.

AIR has a three-tier system of broadcasting, namely, **national**,**regional** and **local**.

The National channel of All India Radio started functioning on May 18, 1988.

It caters to the information, education and entertainment needs of the people, through its transmitters at Nagpur, Mogra and Delhi beaming from dusk to dawn.

It transmits centrally originated news bulletins in Hindi and English, plays, sports, music, newsreel, spoken word and other topical programmes, to nearly 76% of the country's population fully reflecting the broad spectrum of national life.

The languages of broadcast are Hindi, English and Urdu apart from some music from other Indian languages.

The **Regional** Stations in different States form the middle tier of broadcasting.

This also includes the North-eastern service at Shillong which disseminates the vibrant and radiant cultural heritage of the north-eastern region of the country.

Local Radio is comparatively a new concept of broadcasting in India.

Each of these local radio stations serving a small area provides utility services and reaches right into the heart of the community,

What distinguishes local radio from the regional network is its down to earth, intimate and uninhibited approach.

The programmes of the local radio are area specific.

They are flexible and spontaneous enough to enable the station to function as the mouth piece of the local community.

FM Channels

What do you understand by FM?

FM stands for Frequency Modulation which is a broadcasting technology or method in radio.

You may have all listened to one or more FM channels.

The FM service of AIR has two channels .

FM Rainbow and FM Gold.

There are 12 FM Rainbow channels and 4 FM Gold Channels.

The programme content of these channels is mainly popular Indian and Western music, presented in a style which is highly popular with the urban youth.

News bulletins and current affairs programmes are also broadcast from these channels.

There are also other AIR stations on the F.M. mode. There are several private FM channels which can be heard all over the country.

Let us learn about them.

Private radio stations (FM channels)

Radio Mirchi, Radio Mango, Big FM, Times FM ……The list is becoming longer.

You must have heard about one or more of them. But have you wondered what they are ?

These are private or commercial radio stations which have been given a license to broadcast programmes on radio.

Most of them cater to the younger generation by providing a mix of music and fun.

Activity 10.1

Which is your favourite FM channel? Make a list of the programmes that you listen to on this channel.

Community Radio is a type of radio service that caters to the interests of a limited area or a community which is homogenous.

It broadcasts programmes that are popular and relevant to the local audience.

A community radio license is required to operate a community radio station.

These stations are expected to produce programmes as far as possible in the local language or dialect.

Although the stress is on developmental programmes, entertainment is not banned on these radio stations.

Anna FM is India's first campus community radio operating from Anna University in Chennai, Tamilnadu. This was launched on 1 February 2004.

Activity 10.2

Find out the other community radio stations in India and the cities in which they are located.

INTEXT QUESTIONS 10.3

1. Match the following :

i)	Station Director	a)	presents programmes
ii)	Station Engineer	b)	three-tier broadcasting
iii)	Radio Announcer	c)	FM Gold
iv)	All India Radio	d)	Head of Programme wing
v)	FM Channel	e)	Head of engineering wing

2. Write three sentences about community radio.

10.4 WHAT YOU HAVE LEARNT

The Radio Station

→ Working of a radio station –

- programme, engineering and administration wings
- radio studio
- control room
- transmitter

→ functionaries of a radio station

- station director
- station engineer
- progamme personnel
- transmission staff
- radio announcer
- artist

→ All India Radio

three tier broadcasting system

national regional local

→ types of radio stations
- private radio stations
- community radio stations

10.5 TERMINAL EXERCISE

1. Explain in detail the working of a radio station.
2. Describe the role played by different functionaries of a radio station.
3. Write short notes on the following :
   i) Three tier broadcasting sysem of All India Radio
   ii) Private radio stations
   iii) Community radio

10.6 ANSWERS TO INTEXT QUESTIONS

10.1 1. (i) Programme
(ii) Enginering
(iii) Administration
2. Sound lock
3. Announcer's booth or Transmission studio

10.2 1. (i) False (ii) True (iii) True
2. Please refer to section 10.1
3. (i) Low Power Transmitter
(ii) High Power Transmitter
(iii) Frequency Modulation
(iv) Medium wave
(v) Short wave

10.3 1. i) (d) ii) (e) iii) (a) iv) (b) v) (c)
2. Please refer to section 10.3

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11

FORMATS OF RADIO PROGRAMMES

You are by now familiar with a radio station. The previous lesson helped you to understand how a radio station works.

When you read a popular magazine, you will come across various things. There will be an attractive cover, advertisements of different products, stories or articles on issues ranging from politics to sports and cinema, interviews and other features.

Similarly, a radio station also broadcasts programmes of different types. Think of the different types of programmes you have heard on radio. You would probably remember film songs, phone in programmes, talks, discussions, news, cricket commentaries etc. These different types of programmes are called formats.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- list the factors to be taken into account for making a radio programme;
- describe the different formats of radio programmes;
- explain the ingredients of a radio programme;
- identify the technology based formats.

11.1 FACTORS TO BE TAKEN INTO ACCOUNT FOR MAKING A RADIO PROGRAMME

Think of the village or town in which you live. You find people belonging to all communities men and women, rich and poor. Radio plays a very important role in the lives of the people of India. Though there are plenty of rich people and highly developed cities, a majority of our people are poor and a large number of them cannot read or write. So the only medium that can really reach them to inform, educate and entertain is the radio. Radio stations especially those run by the government perform a public service duty.

The requirements of listeners of radio stations are not the same. To serve them, we need to know many facts about them. Let us make a list of what we should know about the audience:

(a) Number of people — i.e. the total population of the area.

(b) Number of men and women — Sex ratio

(c) Literate people/Illiterate people

(d) The languages spoken in the area.

(e) Schools/Colleges

(f) Children going to school

(g) Health facilities — availability of doctors, primary health centre, clinics, hospitals.

(h) Any major diseases

(i) Religions in the area-population wise

(j) Power supply

(k) Nearest radio stations/Television stations

(l) Climate of the place

(m) Main occupation of the people

(n) Income per head/people below poverty line

(o) Roads/transport facilities

(p) Irrigation facilities

(q) Number of people engaged in agriculture/other occupations.

(r) Types of crops.

You can add many more issues to this list. We need to know these facts to decide the language, the type of broadcast, timing of programmes etc. Radio formats therefore are decided on the basis of the needs of the audience.

INTEXT QUESTIONS 11.1

1. List any five factors that you need to take into account about the listeners before making a radio programme.

2. Write the names of any five programmes you have heard on radio.

3. Fll in the blanks with appropriate word/s:

   i) The only medium to reach the illiterate people to inform,_____and entertain them is the _____.

Notes

ii) A radio station broadcasts programmes like talks, discussions,_____, _____ and _____.

iii) It is important to know the requirements of the listeners to decide _____ of broadcast and _____ and _____ of programmes.

iv) Radio programmes are decided on the basis of _____.

11.2 TYPES OF RADIO FORMATS

Do you remember the programmes you have heard on radio. Try and recall some of them. You may have heard the names of radio stations, from where the programmes are broadcast. Many of you would remember Vividh Bharati, AIR FM Gold or some private commercial station.You may also remember the time being mentioned and what programme you are going to listen to. These are called ***announcements***. Announcements have been traditionally made by people who are known as ***announcers***. The commercial radio channels may call them Radio Jockeys (RJs) or anchor persons. Before you learn about the different radio formats, you must know the ingredients of a radio format.

As you know most of what is spoken on radio is written down. As you have already learnt that what is written for radio is heard and is referred to as 'spoken word' as against the 'written word'. But the spoken words on radio is written down or what is generally called 'scripted'. A Radio format can be split into three parts: They are:-

(a) Spoken Word or Human Voice

(b) Music

(c) Sound Effects

All radio formats have the above three ingredients. So let us first classify the spoken word format.

- **SPOKEN WORD**

1. **Announcements** : These are specifically written clear messages to inform. They can be of different types. For example station/programme identification. These mention the station you are tuned into, the frequency, the time and the programme/song you are going to listen to. As mentioned already you find in today's commercial radio channels, these announcements have become informal and resemble ordinary conversation. There can be more than one presenter in some programmes like magazines.

2. **Radio talk :** The radio talk probably is the oldest format on radio. There has been a tradition in India and Britain to invite experts or prominent persons to speak for 10 or 15 minutes on a specific topic. These talks have to go through a process of being changed into radio's spoken word style. Over the years,

these long radio talks have become unpopular. Instead, today, shorter duration talks are broadcast. Of course, you can listen to these talks only on public service broadcasting stations.

3. **Radio interviews:** Have you ever interviewed anyone? Probably yes. In the media, be it the newspaper, magazine, radio or television, journalists use this technique of asking questions to get information. There can be different types of interviews in terms of their duration, content and purpose.

   Firstly, there are full fledged interview programmes. The duration of these may vary from 10 minutes to 30 minutes or even 60 minutes depending up on the topic, and the person being interviewed. Most of such interviews are personality based. You might have heard of long interviews with well known people in the field of public life, literature, science, sports, films etc.

   Secondly, there are interviews which are used in various radio programmes like documentaries. Here the interviews are short, questions specific and not many. The purpose is to get a very brief, to the point answer.

   Thirdly there are a lot of interviews or interview based programmes in news and current affairs programmes. Have you heard such interviews on radio?

   With phone-in-programmes becoming popular, you might have heard live interviews with listeners. These interviews have been made interactive.

   There is another type of interview based programme. Here generally just one or two questions are put across to ordinary people or people with knowledge on some current topic to measure public opinion. For example when the general budget or the railway budget is presented in the parliament, people representing radio go out and ask the general public about their opinion. Their names and identity may not be asked. Such programmes are called 'vox pop' which is a Latin phrase meaning' voice of people'.

   You have to be very inquisitive and hard working to be a radio interviewer with good general awareness and communication skills.

4. **Radio discussions :-** When you have a problem in your family or with your friends, don't you say "let us discuss?" Yes we do. Through a discussion we can find out a solution to problems. In any discussion there are more than 2 or 3 people and then ideas can be pooled to come to some conclusion. In radio, this technique is used to let people have different points of view on matters of public concern. Radio discussions are produced when there are social or economic issues which may be controversial. So when different experts meet and discuss such issues, people understand various points of view. Generally, these discussions on radio are of longer duration-say 15 to 30 minutes. Two or three people who are known for their views and a well informed senior person or journalist who acts as a moderator take part and discuss a particular topic for about 30 minutes. The moderator conducts the discussion, introduces

Notes

the topic and the participants and ensures that every one gets enough time to speak and all issues are discussed.

5. **Radio documentaries/features:** If you see a film in a movie hall, it is generally a feature film, which is story based and not real. But there are also documentary films which are based on real people and issues. A lot of programmes you see on television are educational and public service documentaries. Radio also has this format. Unlike documentary films, radio documentaries have only sound – i.e. the human voice, music and sound effects. So a radio documentary is a programme based on real sounds and real people and their views and experiences. Radio documentaries are based on facts presented in an attractive manner or dramatically. Radio documentaries are radio's own creative format. The producer of a documentary needs to be very creative to use human voice, script, music and sound effects very effectively. Radio documentaries are also called ***radio features.***

6. **Radio drama:** A Radio drama or a radio play is like any other play staged in a theatre or a hall. The only difference is that while a stage play has actors, stage, sets, curtains, properties movement and live action, a radio play has only 3 components. They are the human voice, music and sound effects. Radio of course uses its greatest strength for producing radio plays and that is the power of imagination and suggestivity. For example, if you want to have a scene in a radio play of a north Indian marriage, you don't have all physical arrangements made. All that you have to do is to use a bright tune on the shehnai and excited voices of people to create in a listeners' imagination, a wedding scene. The voice of the actors, music and sound effects can create any situation in a radio play.

7. **Running commentaries :** If you can't go to see a football or cricket match in a stadium, you may watch it on television. But for that you have to be at home or at some place where there is a television. But if you are travelling or outside, then you may listen to radio for a running commentary of the match. A commentator would give you all the details of the match such as the number of players, the score, position of the players in the field etc. So by listening to the running commentary, you get a feeling of being in the stadium and watching the match. The commentator needs good communication skills, a good voice and knowledge about what is going on. Running commentaries on radio can be on various sports events or on ceremonial occasions like the Republic Day Parade or events like festivals, melas, rath yatras, swearing in ceremony of ministers, last journey (funeral procession) of national leaders etc. Today radio running commentaries especially of cricket and other sports can be heard on your mobile phones.

8. **Magazine programmes :** You are familiar with magazines which are a form of print media. They are published weekly, bi-weekly, fortnightly or monthly. There are general magazines and magazines for specific readers. These

magazines could be for children, women, youth or on health, sports, science or music. If you open any one of these magazines, you will find articles, reviews, features, photo features etc. Radio also has magazine programmes like those in the print media.

A radio magazine is broadcast at a particular time on a particular day of a week or a month. That means it has periodicity. Similarly it has plenty of variety in contents. Some or many formats of radio are included in a radio magazine. These may be talks, discussions, interviews, reviews, music etc. Likewise, the duration of each programme or item in a magazine programme also vary. Another characteristic of a radio magazine is that it has a signature tune. A signature tune is an attractive piece of music which is specific to a programme. It can be like the masthead (title) of a magazine. A magazine programme also has a name and one or two presenters or anchor persons who link the whole programme. In the beginning, the titles of the day's programme will be given by the presenters after the signature tune. They also give continuity and link the whole magazine.

Magazine programmes are generally broadcast for a special or specific audience. As the name suggests, a specific audience refers to listeners with specific needs as mentioned in the beginning.

9. **NEWS:** Among all the spoken word formats on radio, news is the most popular. News bulletins and news programmes are broadcast every hour by radio stations. In India, only All India Radio is allowed to broadcast news. Duration of news bulletins vary from 5 minute to 30 minutes. The longer news bulletins have interviews, features, reviews and comments from experts.

- **MUSIC :** When we say radio, the first thing that comes to our mind is music. So music is the main stay in radio. There is no radio without music. Music is used in different ways on radio. There are programmes of music and music is also used in different programmes. These include signature tunes, music used as effects in radio plays and features. India has a great heritage of music and radio in India reflects that. Let us understand the different types of music.

Classical Music

There are 3 types of classical music in India. They are:-

- Hindustani classical
- Carnatic classical
- Western classical

There are also vocal and instrumental music forms. There are also light classical music forms like, Thumri and Dadra. Insturmental music forms include string (sitar, sarod etc.) wind (like flutes, shehnai) and percussion (drum) instruments. You might have heard such music on radio.

You may know of a large variety of devotional and folk music in your area and across the country. Which are broadcast on radio.

But which is the most popular form of music? You would most probably say 'film music.' While there are film songs in different languages, the one with a national appeal and popularity is Hindi film songs. On most radio stations, be it public service or commercial, Hindi films songs are heard every where.

Light western and pop music are also popular among some groups of listeners and there is a large section of young people listening to western pop music.

- **SOUND EFFECTS**

Let us see how sound can be used in radio formats.

- Sound can play a major role in evoking interest.
- Sound can be used for comic effects to evoke laughter
- Sound can be used to create certain moods or enhance them.

INTEXT QUESTIONS 11.2

1. Fill in the blanks with appropriate word/s:

   i) Announcers are also known as ____, _____.

   ii) Whatever is written for radio is also known as ____.

   iii) Announcements mention the _____ you are tuned into, _____ and _____ of broadcast.

   iv) There can be different types of radio interviews in terms of _____, _____ and purpose.

   v) A film based on real people and issues is called a _____.

2. List the ingredients of a radio format.

3. Differentiate between a radio discussion and a radio drama.

4. Match the following :

i)	announcements	a)	republic day parade
ii)	commentary	b)	oldest radio format
iii)	interviews	c)	inform listeners
iv)	discussion	d)	asking questions
v)	radio talk	e)	moderator

11.3 INFORMATION TECHNOLOGY BASED FORMATS

India has taken giant leaps in the field of information technology and radio as a medium, has taken a lead in applying information technology in its broadcasts. Let us discuss some of these formats:

1. **Phone in programme** – In this age of technological development, phone-in is the most important format. This is called interactive programming where the listener and the presenter talk to each other. Their talk goes on air instantly. The listener has the satisfaction that his voice is being listened to and replied immediately. Other listeners also listen to him. Such presentations need advance publicity so that the listeners get ready to air their grievances/queries or requests. They dial up the announced telephone number at a stipulated time and get their problems discussed with experts in the studio. Initially this format was introduced for playing the listeners' request based film songs. Now it is being used for health related programmes, rural broadcasts, complaints against the government/ administrative machinery etc.

Fig. 11.1: Phone-in programme

2. **Radio bridge :** Radio bridge means connecting different stations throughout the length and breadth of the country. In this technique, for example, an expert sitting at Chennai can interact with the common man in the studio in Delhi. This format was first used by All India Radio during elections.

3. **Radio on internet :** Radio on internet is a growing phenomenon with thousands of radio stations operating through computer modems. It is altogether a new format that removes the restrictions of frequency or license. It is relatively

cheap to set up. It has certain advantages as well as disadvantages. Now all the national and international radio stations like BBC, Voice of America, and All India Radio are available on internet. It is now possible to listen to the programmes from a radio station while working on the computer.

Fig. 11.2

All India Radio started its services on internet on 1st May 1998. With this, it was possible to extend the coverage of programmes to all parts of the world including USA and Canada.

INTEXT QUESTIONS 11.3

1. Fill in the blanks with appropriate word/s:
   i) A phone-in programme is also called _____ programming.
   ii) AIR started its internet services on _____.
   iii) Phone-in programmes need advance _____.
   iv) Radio bridge means _____ different radio stations.
2. List any three IT based radio formats.
3. Mention any three areas where phone-in programmes are used.
4. Name the radio format which is available through a computer.

11.4 WHAT YOU HAVE LEARNT

Formats of radio programmes

→ Factors to be taken into account for making a radio programme

- Area population, sex ratio, languages spoken, number of schools and colleges, health facilities, religions, climate, types of crops, transport facilities, main occupation of people

→ Radio formats

- ingredients of a radio format – spoken word, music and special effects
- types of formats – announcements, radio talk, radio interviews, radio discussions, radio magazine, radio documentaries and features, running commentaries,radio drama, news, music
- Information technology based formats – phone-in, radio bridge, internet radio

11.5 TERMINAL EXERCISES

1. Discuss in detail the factors to be taken account before making a radio programme.
2. Explain with examples the different formats of radio programmes.
3. Describe information technology based formats used in the medium of radio.

11.6 ANSWERS TO INTEXT QUESTIONS

11.1 1. Pl. refer to Section 11.1

2. examples: news, music programmes
3. i) educate, radio
   ii) news, commentaries, magazines
   iii) communities, rich , poor
   iv) language, time, type
   v) needs of the audience

11.2 1. i) Radio jockeys/anchor persons

ii) spoken word

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iii) station, frequency, time

iv) duration, content

v) documentary

2. spoken word, music, sound effects

3. Pl. refer to Section 11.2

4. i) c) ii) a) iii) d) iv) e) v) b)

11.3 1. i) interactive ii) May 01, 1998 iii) publicity iv) connecting

2. Pl. refer to Section 11.3

3. Pl. refer to Section 11.3

4. Radio on internet

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RADIO PROGRAMME PRODUCTION

If you listen to radio at least once in a while, you may remember a few programmes. You remember them because you liked them. You liked them because they were interesting. You do not remember a majority of programmes because what is heard is fast forgotten. We have already discussed about this feature of radio in the lesson on 'characteristics of radio'.

To make a programme interesting, it has to be produced well. Radio production is a very vast subject. Due to constant change in technology, the techniques of radio production keep changing. But the basics remain the same. You may have the best of ideas, the best of scripts and the best of voices; but if the programme is not produced properly it will not be interesting to listen to.

In this lesson, you will learn about the process of radio production and its different components.

OBJECTIVES

After studying this lesson, you will be able to do the following :-

- describe the qualities required for a radio producer;
- explain the main elements of radio production;
- distinguish between three different types of microphones;
- identify music and sound effects for radio production;
- classify the different stages of radio program production;
- state the improtance of a script in a radio programme.

12.1 QUALITIES OF A RADIO PRODUCER

You may have observed that anybody can be a cook, but only the food prepared by some turnout to be very tasty. Similarly all people who produce radio programmes may not come out with good and interesting programmes.

Notes

You need certain qualities or skills to be a radio producer. The qualities you need include the following:-

(a) ability to see and hear what is happening around you. This would mean a keen desire to know more about things. We may call this inquisitiveness. Unless a person is inquisitive, he or she cannot be a good radio producer. This is because you need ideas to produce interesting programmes. How do you get ideas? Let us think. Firstly, we need to observe things to get ideas. Remember the story of Isaac Newton who observed an apple falling? This observation led him to wonder why the apple fell down from the tree and why it did not go up. The result was Newton's gravitational theory.

Let's take another example. James Watson was boiling water in a kettle. When the steam gushed out with force, he realized that force or power could be used. The result of this paved the way for the invention of the steam engine.

So you can get ideas by:

(i) observing things as discussed above.

(ii) drawing from experiences : We have good and bad experiences in life. People who have written stories, novels, poems and plays draw their ideas mostly from their experiences. The great poet Kalidasa saw the dying bird and its pair which was sad and took to writing poems. The English poet Wordsworth observed flowers (daffodils) dancing in the air and wrote one of the best pieces of poetry. So from our own experiences or going through the experiences of others, we get ideas.

(iii) You have just read about the experiences of others. How do you come to know about them. Well, you need to talk to others to find out and understand their experiences.

(b) Ability to conceptualise ideas: You may get any number of ideas, but you need to turn them into concepts and then in to radio scripts.

(c) Creativity : What is creativity ? Are you creative? This is a quality which is found in almost everyone. But you need to be creative in putting together an idea in a manner which can attract people .Creativity would mean, doing something new or different. The same idea can be made into a radio programme differently by different people. If everyone does it in the same way, they will all be the same and not interesting.

(d) A good user of words. You need the ability to use the right word at the right time in the right manner. Radio programmes depend on a good script and that depends on your ability to write well. For this you need a very good knowledge or stock of words or a good vocabulary. You have to be using words in the appropriate manner. We shall deal with this aspect later.

INTEXT QUESTIONS 12.1

1. List out any three qualities or skills required to be a good producer of radio programmes.

2. How does a radio producer generate ideas?

12.2 ELEMENTS OF RADIO PRODUCTION

You have already studied about the ingredients of a radio format. Can you recall them? They are:

(a) Human voice or spoken word.

(b) Music

(c) Sound effects

The various elements of radio production flow from the above ingredients of a radio format.

So let us look at the main elements of radio production.

(i) Studio : In the previous lesson, you have learnt that the radio studio is a room where radio programmes are recorded. For producing a radio programme, you need a 'sound proof' studio where human voice can be recorded or broadcast in the best manner.

(ii) Microphones: For our voice to be recorded in a studio, we use a microphone. You might have used or at least seen microphones. They amplify or in other words ,increase the volume of your voice. When you speak before a microphone, you don't have to shout. You speak normally and it will be made louder if you use a loudspeaker to listen to. When we think of radio, the microphone is the most important element using which you present your programme.

There are basically three types of microphones and they are known by their directivity. As you go through the following text, you will understand the term 'directivity'.

(a) Uni-directional microphone : As the name suggests, this microphone picks up sound from one direction. As you speak in front of it, your voice is picked up. If you speak from the other side of the microphone, your voice will not be picked up properly. In a radio studio, the announcers, presenters and newsreaders use this type of a microphone.

A microphone is very sensitive and you need to use it carefully. You should be at the right distance from it when you speak. Otherwise, your voice will not sound good. Even if you turn a paper or breathe heavily, the microphone will pick up that sound and your programme or your voice will be affected.

(b) Bi-directional microphone:- Here again as the name (bi) suggests, the voice or sound is picked up from two directions. If you are recording an interview in a radio studio, you may use this type of a microphone.

(c) Omni-directional microphone: You may be familiar with the word omni. We say god is omnipresent, which means 'present everywhere'. In the case of an omni-directional microphone, it picks up sound from all directions. This type of microphone is used when a number of voices are used in a single programme like a radio discussion or a radio drama.

There are many other types of microphones which come in different sizes and lengths. If you watch television programmes, you may find a small microphone clipped on the collar. This is called a ***lapel microphone*** which is actually a uni-directional microphone. These microphones are not normally used in radio. Then there are long microphones called ***gun microphones*** used in sports production. These microphones are often omni directional ones. There are also ***cordless microphones.*** You might have seen them being used in stage shows. They do not have any cables or wires attached to them. They have a small transmitter in them which can send the sounds to an amplifier.

Fig. 12.1: Microphones

(iii) Sound effects : Sound effects in a radio programme give meaning and sense of location. It adds realism to a programme and helps a listener to use imagination.

Think of a crowded market or temple. If you are creating that scene in a radio programme, you do not have to go to a crowded market or temple to record. Well, you can record those sounds and use them. But in most cases, you use sound effects which are already recorded. Sound effects can be used in two ways:

(a) spot effects or effects that are created as we speak and

(b) recorded sound effects.

If you are recording a radio programme in which someone knocks at the door, you can make a knocking sound either on a door or a wooden partition. Or you want to show that someone is pouring water from a bottle into a glass; here again you can use the actual sounds produced on the spot. But if you want a lion roaring or a dog barking, you probably cannot bring a lion or a dog to the studios! Here we use recorded sounds which are kept on tapes or discs. Almost all sounds are available on CDs which you can try and use. There are also certain types of computer software available for this.

You can also create sound effects.

You can use two coconut shells to produce the sound effects of the sounds of horses' hooves.

Take a piece of cellophine paper or aluminum wrapper and crush them in front of a microphone. Record the sound and hear. It will sound as if fire is raging. You can think and create many such sound effects.

However, there is a word of caution. If you record an actual door opening, you many not get the real feeling of a door opening when you record it. What matters is what it sounds like and not what it is.

(iv) Music : Music is the soul of radio. It is used in different ways on radio as already discussed in the earlier lesson. Film songs and classical music programmes are independent programmes on radio. Music is also used as signature tunes or theme music of various radio programmes.

Let us see what music does to any programme.

a. Music adds colour and life to any spoken word programme.

b. Music can break monotony.

c. Music is used to give the desired effect of happy or unhappy situations, fear or joy.

d. Music can suggest scenes and locations. For example, you have to create a bright early morning situation. This can be done by playing a pleasing note on the flute along with the sound of chirping birds.

(v) Artificial echo:- If you enter an empty building or fort and shout, your voice

will come back to you. This is called on echo. An echo is used in radio programmes. This is a technical input.

(vi) Filter or distort: If you listen to someone speaking to you on phone, the voice would not sound normal. This sort of effect called distort is produced using technology. Some times distort is used along with echo. Think of someone speaking from a mine 100 feet below the earth. To make it realisitic, distort and echo are used.

(vii) Human voice: The main stay in any radio programme is the human voice. Think of the voice of an announcer or newsreader on radio. You often find them very pleasant and nice to listen to. That is because of the quality of their voice and the proper use of it. There are two aspects of the use of human voice in radio production. Firstly, there has to be a well written script to be spoken and then someone has to speak or read it before a microphone in a studio.

INTEXT QUESTIONS 12.2

1. Name the different types of microphones used for recording sound.
2. Answer the following in one word:
   - i) What type of microphone is the lapel microphone?
   - ii) What is the other name for filter effect?
   - iii) What type of studio is required for producing a radio programme?
   - iv) What type of sound effects are created as we speak?
   - v) Give one example of a technical input used in radio programmes?

12.3 RADIO PROGRAMME PRODUCTION

Now let us learn about the different stages of radio programme production.

Whatever we do, there has to be a clear plan. In the case of radio production also, there is a well accepted process of production which is carried out in three stages.

Let us list them out.

a) Pre-production

b) Production and

c) Post-production

a) Pre-production

As the title suggests, this is the first stage before the actual production.

i) **An idea is born :** This phase includes how a programme is born as an idea and its conceptualization. The topic or subject matter is decided.

ii) **Plan of action :** After the topic is decided, a plan of action is worked out. Here the format of the progamme is determined i.e whether the programme is a talk, discussion, interview, drama, documentary etc.Once that is clear, the right person for writing the script and the performers are decided. The plan of action would also determine the equipment for outside recordings that are required. The time and venue of the recording are also worked out.

iii) **The script** is examined to make it suitable for broadcast. It is examined according to the principles of writing for radio or in other words 'for the ear'. We will discuss this is detail in the next section.

iv) **Paper work :** If people who are not working in the radio station are involved for writing or providing voice for the programmes, they have to be invited with an agreement to accept the job or assignment. This type of agreement is referred to as a contract. Similarly, permission is often required to interview certain people if the programme is based on such interviews. Therefore, as you can see, there is a lot of paper work at the pre-prodution stage.

v) Rehearsing the voices of speakers is also part of this stage.

b) Production : This is the actual process of recording and editing a radio programme. Proper studios, microphones and computers are required to record and edit the programme.

c) Post production : Writing to inform people involved in the production is a major activity during this phase. The progamme has to be given publicity both on radio and in other media. This is done to ensure that people know about the programmes and also listen to them. The announcements for the presentation of the programme are also written and provided for the actual broadcast of the programme.

12.4 WRITING FOR RADIO

In the previous section you have learnt that the script is examined according to the principles of 'writing for radio'. Let us discuss about the importance of the script in a radio programme.

What happens when you listen to your favourite announcer speak on radio ?

You may say that you would like to continue to listen to the announcer.

But why ?

Well, because you like what they say and the way they say that.

Notes

Don't you ?

What they say is in most cases drawn from a script.The way in which they say it is about the whole idea of using their voice.

We shall now discuss about the language we use in radio.

When we refer to the language used in radio, we are not referring to any particular language like English or Hindi but the style of any language used in radio.Here in radio, you find that it is different from the language used in newspapers and magazines or what is referred to as print media.

In the print media, everything is written down or printed and they exist in the pages of the newspaper or magazine.You can keep them for as long as you want. You can take your own time to read them.If you do not understand them in one reading, you can read them again and understand . If you do not know the meaning of any word, you can refer to a dictionary to understand the meaning.

Now think of radio. You hear programmes as they are broadcast. You hear them only once. Ofcourse, you may say that you can record them and listen to them. record it and listen to it later. Well, that generally does not happen. In our day to day conversations, we speak, someone else listens, or someone speaks and we listen. It is a momentary experience. You may or may not remember what you said or heard.

Similarly, what you hear on radio is heard only once and then forgotten in a majority of cases. Do you remember all that you had spoken yesterday ? Do you remember all that you heard from others yesterday ? Ofcourse, the answer is a big 'no'.

In our day to day conversation, we do not use the words and expressions found in a newspaper editorial or a feature article. Have you wondered why this happens? It is because those words and expressions are neither friendly nor easy to understand. Now compare that with your daily conversation. You use simple words, sentences and familiar expressions. You also take into account the person to whom you are speaking. Your gestures and movements add to what you speak.

Now let us go back to your favourite announcer. You don't see the person. But yet you feel that the person is speaking to you. You may not say anything but you may feel that there is some familiarity with that person. Interestingly, in most cases, what you hear on radio is written down or scripted. It is spoken and is heard only once.

From what you have read so far, we can come to certain conclusions.

- First of all, when it comes to radio, you listen to a person who is not seen.
- The person speaks from a script written down earlier.
- You feel that the person is talking to you.

- The person sounds friendly and you have no problem in understanding what is being said.
- You can call the language or the words used in a radio script as the spoken word as against the written word or the printed word used in the print media.
- Unlike the printed word which is written for the eye, the spoken word is written for the ear.

Let us list out the main characteristics of the spoken word.

i) Though it is written, it is spoken

ii) It is written for the ear not the eye.

iii) It is heard only once. The listener normally does not get a second chance to listen.

iv) It is conversational and should therefore sound like one and have the following qualities :

a) It should be simply worded without any difficult or unfamiliar words.

b) The sentences should be short and simple and not complex.

c) There should be only one idea in a sentence and not many ideas.

d) Though there are thousands of listeners, what is written should be meant for just one listener. At the listening end, there are generally only one or two persons and not a crowd.So it should be speaking to one person.

e) The words chosen should denote the exact meaning and not be vague or abstract .

f) The words should make pictures in the minds of the listeners.

g) Abbreviations or short forms should be avoided. If an abbreviation is used, then its full form should be given.

h) If the script consists of big numbers it can be rounded off to the nearest whole number.

i) While referring to more than one person, avoid using 'he' or 'she'. It can confuse the listeners.

INTEXT QUESTIONS 12.3

1. Name the different stages of radio production. List one activity in each of the stages.
2. The spoken word in radio has certain characteristics. List at least three of them.

Notes

12.5 WHAT YOU HAVE LEARNT

Radio production

→ Qualities of a radio producer

- inquisitiveness
- drawing from experiences
- ability to conceptualise ideas
- creativity
- good user of words

→ Elements of radio production

- studio
- microphones – unidirectional, bidirectional, omnidirectional
- sound effects
- music
- artificial echo
- distort
- human voice

→ Stages of radio production

- pre-production
- production
- post production

→ Writing for radio

- importance of a script
- style of language
- characteristics of the spoken word

12.6 TERMINAL QUESTIONS

1. Describe the qualities or skills required to be a radio producer ?
2. Write short notes on the following:
   i) microphones
   ii) sound effects
   iii) music

3. Explain the different stages of radio production.

4. Illustrate the different characteristics of the spoken word.

12.7 ANSWERS TO INTEXT QUESTIONS

12.1 1. Refer to section 12.1

2. Refer to section 12.1

12.2 1. Refer to section 12.2

2. i) unidirectional

ii) distort

iii) sound proof studio

iv) spot effects

v) echo

12.3 1. Refer to section 12.3

2. Refer to section 12.4

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TELEVISION IN INDIA

Can you imagine a world without television? No serials, news channels or cricket matches. Will it not be a boring world? Today television has become an integral part of our lives. Your brother might get angry if disturbed while he is watching his favourite television programme.

However, television is a recent invention. Very few homes had television sets some fifty years ago. Also, till the 1990s Doordarshan was the only channel available to a vast majority of Indians. This lesson will take you through the story of television.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- trace the evolution of television;
- identify the milestones of television history in India;
- analyze the impact of television in our daily lives;
- explain the new trends in television.

13.1 EVOLUTION OF TELEVISION

Isn't it wonderful that a newsreader who is hundreds of kilometers away in a news studio can be seen and heard by just switching on your television set? However, television is a recent invention.Ask your grandfather whether he had watched television in his childhood. Most probably he would have had a radio set at home but not a television. Radio, print and cinema were already there before the arrival of television. The idea of television existed long before the actual invention of television. Several inventors were working on the creation of a technology which could transmit sound as well as visuals.

Though many pioneers have contributed to make it possible, John Baird is generally regarded as the father of television. British Broadcasting Corporation (BBC) of Britain began the first television service in 1936. If you have a satellite or cable

connection, you will be able to watch BBC, the world's oldest television broadcaster. By 1939, television broadcasts began in the United States also. These two countries were clearly ahead in the race. Other countries began television broadcasting on a wide scale only by the 1950s. Though the second World War slowed down the rapid development of the new medium, the post war years made up for it.

We have seen how television came into existence. However, early television viewing was not like what we see on a television set today. It was quite primitive. The limitations of the early camera forced the actors and anchors to work with impossibly hot lights. Imagine trying to read news with full make up under a blazing light.

The early television broadcasts were all black and white. The first successful programme in colour was transmitted by Columbia Broadcasting System (CBS) in USA in 1953. The television set became one of the important mediums of entertainment with the advent of several popular shows. Television gradually matured as a medium during the next two decades. From being "radio with pictures" it acquired a unique style of its own. As a result of this, this phase is often called the "golden age" of television.

DATES TO REMEMBER

1936	-	British Broadcasting Corporation (BBC) of Britain began the first television service of the world
1939	-	Television broadcasts began in US
1950s	-	Other countries began television broadcasting on a wide scale
1953	-	The first successful programme in colour was transmitted by CBS in USA

In today's world, television has become one of the most powerful means of mass communication .It can impart education, information and entertainment. Television has become an integral part of our lives. In the next section you will learn about the of history of television in India.

INTEXT QUESTIONS 13.1

1. Who is generally credited as the father of television?
2. Name the world's oldest television broadcaster.
3. When did the world's first colour broadcast happen?
4. Tick mark the correct answer.

   i) Which of the following was a later invention?

   (a) cinema

(b) radio

(c) print

(d) television

ii) Which country began the first television service?

(a) UK

(b) US

(c) Spain

(d) India

iii) Name the event which slowed down the development of television.

(a) Second World War

(b) First World War

(c) Crimean War

(d) Gulf War

13.2 HISTORY OF TELEVISION IN INDIA

Did you know that television broadcasts started in India under All India Radio (AIR)? Television began in India on 15th September 1959 as an experiment. There were only two one-hour programmes a week, each of one hour duration. Imagine a television set working for only two hours a week. Can you think of such a situation today? But, that was the case in the early years of television. All India Radio handled these initial broadcasts.

1959- TELEVISION BEGAN IN INDIA ON AN EXPERIMENTAL BASIS.

The early programmes on these experimental broadcasts were generally educational programmes for school children and farmers. Several community television sets were set up in Delhi's rural areas and schools around Delhi for the dissemination of these programmes. By the 1970s, television centers were opened in other parts of the country also. In 1976, Doordarshan, which was All India Radio's television arm until then became a separate department.

1976- DOORDARSHAN BECAME A SEPARATE DEPARTMENT INDEPENDENT OF ALL INDIA RADIO (AIR)

Are there any community television sets in your area? Several community television sets were distributed as a part of one of the important landmarks in the history of Indian television, the Satellite Instructional Television Experiment (SITE). It was conducted between August 1975 and July 1976. Under this programme, the Indian government used the American satellite ATS-6 to broadcast educational programmes

to Indian villages. Six states were selected for this experiment and television sets were distributed in these states. Was your state a part of the SITE programme? Ask your elders if community television sets were distributed in the neighbourhood during this period.

1975-1976 SATELLITE INSTRUCTIONAL TELEVISION EXPERIMENT (SITE)

SITE was an important step taken by India to use television for development. The programmes were mainly produced by Doordarshan which was then a part of AIR. The telecasts happened twice a day, in the morning and evening. Other than agricultural information, health and family planning were the other important topics dealt with in these programmes. Entertainment was also included in these telecasts in the form of dance, music, drama, folk and rural art forms.

A major milestone in the history of Indian television was the coverage of the Ninth Asian Games in 1982. Doordarshan provided national coverage for the first time through the satellite INSAT 1A. Also, for the first time, the transmission was in colour. In addition to the domestic transmission, Doordarshan was also providing content for the broadcasters of many other countries. After 1982,there was a huge increase in the live coverage of sports by Doordarshan .

1982- DOORDARSHAN PROVIDED NATIONAL COVERAGE FOR THE FIRST TIME THROUGH THE SATELLITE INSAT 1A.

By 1983, government sanctioned a huge expansion of Doordarshan. Several new transmitters were set up throughout the country. Thus towards the end of 80s around 75 per cent of the population could be covered by the transmitters. Many of the programmes of Doordarshan like Hum Log, Buniyaad and Nukkad were immensely popular. Have you seen any of these serials ?

1983- GOVERNMENT SANCTIONS HUGE EXPANSION OF DOORDARSHAN

In 1997, Prasar Bharati, a statutory autonomous body was established. Doordarshan along with AIR was converted into government corporations under Prasar Bharati. The Prasar Bharati Corporation was esablished to serve as the public service broadcaster of the country which would achieve its objectives through AIR and DD. This was a step towards greater autonomy for Doordarshan and AIR. However, Prasar Bharati has not succeeded in shielding Doordarshan from government control.

1997- ESTABLISHMENT OF PRASAR BHARATI

Do you watch Gyandarshan, the educational channel of Doordarshan? Do you find the programmes in the channel useful? Which is your favourite channel of Doordarshan? Today, about 90 per cent of the Indian population can receive

Doordarshan programmes through its network. From its humble beginning as a part of All India Radio, Doordarshan has grown into a major television broadcaster with around 30 channels. This includes Regional Language Satellite Channels, State Networks, International Channel and All India Channels like DD National, DD News, DD Sports, DD Gyandarshan, DD Bharati, Loksabha Channel and DD Urdu. Which channel of Doordarshan broadcasts in your regional language?

Activity 13.1

Make a list of all the channels of Doordarshan. Watch at least five of them and identify the purpose of each. channel.

DATES TO REMEMBER

1959	-	Television started in India as an experiment.
1975	-	SITE programme starts
1976	-	Doordarshan, which was AIR's television arm, becomes a separate department
1982	-	Coverage of Ninth Asian Games. Doordarshan starts national coverage and colour transmission for the first time.
1983	-	Government sanctions a huge expansion of Doordarshan
1997	-	Establishment of Prasar Bharati

INTEXT QUESTIONS 13.2

1. What is the full form of SITE?
2. What is the importance of the year 1982 in the history of Indian television?
3. What is Prasar Bharati?
4. (i) Television in India began as
   - (a) an experiment
   - (b) a source of entertainment
   - (c) a medium for education
   - (d) a tool for development

   (ii) Gyan Darshan is
   - (a) an entertainment channel
   - (b) an educational channel
   - (c) a sports channel
   - (d) news channel

(iii) The satellite used by Doordarshan for national coverage in 1982 is

(a) ATS -6

(b) Aryabhata

(c) IRS 1C

(d) INSAT 1A

(iv) Doordarshan began as a part of

(a) AIR

(b) Prasar Bharati

(c) SITE

(d) Krishi Darshan

13.3 EMERGENCE OF PRIVATE TELEVISION CHANNELS

So you have seen how Doordarshan has evolved over the years. But today we have many channels other than Doordarshan. You may have heard the term "satellite channels". Generally satellites are used for communication or research purposes. Man made satellites are objects which are launched to orbit the earth or any other celestial body. Let us see how satellites help in bringing your favourite television channels to your homes.

What is the relationship between a satellite and a serial that you see in the cable network? They might seem completely unrelated. But, communication satellites are instrumental in bringing the serial to your home. Have you ever owned a television set with an antenna which had to be positioned exactly to catch the signal? A heavy rain or rough weather can disrupt your television viewing in such a case. The introduction of communication satellites has improved the situation greatly.

How many channels can you watch on your television set? Star TV, Aaj Tak, NDTV, Zee etc are a few of the many television channels available to us today. Ask your mother if she had such a wide choice of channels in her childhood. The answer will be 'no'. This is because these private channels came into the Indian Television scene quite recently. In the earlier days, Doordarshan had a monopoly as it was the only channel available to the Indian television audience. This changed in the 1990s with the arrival of private channels. The coverage of the Gulf War by the American news channel, Cable News Network (CNN) propelled the arrival of satellite television in India. Satellite dishes were used to catch the CNN signals and cable operators took to satellite broadcasting immediately.

1990s : ADVENT OF PRIVATE TELEVISION CHANNELS IN INDIA

Hong Kong based STAR (Satellite Television Asian Region) entered into an agreement with an Indian company and Zee TV was born. It became the first privately owned Hindi satellite channel of India. The agreement between STAR and Zee did not last long. But the Indian television audience was waiting for a shift from the monopoly of Doordarshan and soon a number of private channels emerged.

The Supreme Court ruling of 1995 which stated that the airwaves are not the monopoly of the Indian government boosted their growth. Several regional channels also came into being during this period. Sun TV (Tamil), Asianet (Malayalam) and Eenadu TV were a few of them. Today almost all major Indian languages have television channels in them. Which is your favourite regional channel?

Apart from the regional channels, a host of international channels like CNN, BBC and Discovery are also available to the Indian television audience. With different categories of channels like 24 hour news channels, religious channels, cartoon channels and movie channels, there is something for everyone to watch.

Activity 13.2

Classify the different channels offered by the cable network in your area into various categories like news channels, movie channels, religious channels etc.

INTEXT QUESTIONS 13.3

1. What was the Supreme Court ruling about the government monopoly of airwaves?
2. Name the event which led to the arrival of satellite television in India
3. Fill in the blanks with appropriate word/s:
   (i) ———— was the first privately owned Hindi satellite channel of India
   (ii) Asianet is the regional channel of ————
   (iii) The full form of STAR is ————
   (iv) Before the advent of private channels ———— was the only television channel available to the vast majority of Indians
   (v) ———— is an example of a private television channel.

13.4 IMPACT OF TELEVISION IN OUR DAILY LIVES

We have seen that television is an immensely popular medium of mass communication. It is very much integrated into our daily lives and has the power to

influence our outlooks. This influence can have both positive and negative results.. On the positive front, television can be an excellent teacher. Wouldn't your younger sister get thrilled if a cartoon show teaches her mathematics? Television can also be used as an excellent medium for mass education as in the SITE experiment. Identify one programme in your favorite channel which can have a positive impact on society.

Television can also open up new horizons for us. Sitting in your living room, you can access information about what is happening in a distant country like Iraq by just a click of the remote. Television can also be used to create awareness about various issues like environmental pollution and global warming. Can you recall any programme or public service advertisement which has increased your awareness about the need to conserve our environment? Television can also provide entertainment and can be used as a tool for relaxation.

Activity 13.3

Identify three television programmes which have increased your awareness about social issues

As a child, have you ever nagged your parents to get you the brand of chocolate advertised on TV? How did your parents react?

Fig. 13.1(a) : A child watching the ad of a particular brand of chocolate on TV

Fig. 13.1(b) : The same child creating a fuss in a shopping mall for the chocolate bar advertised and seen by him on TV.

Mindless television can have negative impacts. Have you heard of the term 'couch potato'? This is used for people who spend most of their time in front of a television set. Do you know any couch potatoes? Too much television can distract you from other activities, like reading, sports or helping your parents with household chores. Since television viewing is a sedentary activity, it can also lead to obesity. Catchy advertisements on television can tempt people to buy various products.

Stereotype: an oversimplified standardized image of a person or group

Fig. 13.2: Couch Potato

Television viewing has also been linked with the creation of stereotypes. Watch some of the women based serials and observe where maximum time is spent by the heroine . You are most likely to find her spending most of the time inside a house. Here the stereotype that women are supposed to spend most of the time at home is subtly re-enforced. You would have come across the portrayal of a "madrasi" in Hindi comedy shows. This depiction may not have any real relation to a South Indian.

Activity 13.4

Identify any two television programmes which contain stereotypes.

A lot of studies has been conducted on the connection between television violence

Fig 13.3 : Watching violent content.

and violent behaviour in children. The general assumption derived from these studies is that increased exposure to violence make children think that it is an acceptable behaviour. Watching violent programmes have been linked with aggression in both adults and children. These progammes have been found to cause more adverse effects on children who have experienced violence, poverty or neglect in their lives.

Activity 13.5

Monitor the amount of violence depicted in your favourite channel over a week and discuss its impact with your friends.

Some television programmes can induce fear in children.

Fig. 13.4 : Expressing fear

Thus, television in itself is neither good nor bad. It is just another medium of communication. The positive and negative effects depend upon how we use the medium.

INTEXT QUESTIONS 13.4

Answer the following questions:

1. What is the impact of violent television content on children?
2. List two positive impacts of television.
3. Which of the following is not a negative aspect of television
   (a) provides entertainment
   (b) can contain excessive violent content
   (c) can lead to excessive consumerism

4. State whether the following statements are true or false.

   (i) any television programme can provide you with information

   (ii) increased exposure to violent television can lead to violent behaviour in some children.

   (iii) watching television leads to obesity

   (iv) the only purpose of television is to provide entertainment

   (v) television is bad for children

13.5 NEW TRENDS IN TELEVISION

So, we have seen the impact of television in our lives. Now let us have a look at the new developments in the field of television.. Do you depend on an antenna to watch television? In that case your television set relies on terrestrial transmission. Television content can be delivered in a variety of ways. It can be distributed through terrestrial transmission. In this system, an antenna connected to the television viewer is used to receive the signals telecast by the broadcaster's transmitter. This is the traditional method of television broadcast. Other methods of delivery include distribution through cable networks and direct broadcast satellite.

Have you ever thought how the cable operator in your area supplies all those bouquet of channels? The cable distribution in India can be seen as a chain which begins with the signal sent by the broadcaster to the cable operator. The cable operators then relay these signals to our homes. There are free to air channels and pay channels. For the free to air channels, the broadcaster does not charge the cable operator. Examples of free to air channels include Aaj Tak, Sahara and Times Now. Pay channels like Sony and Star Plus charge a certain amount of money per subscriber per month.

Where would you ideally place your television set? In the living room, is it? However the arrival of new delivery platforms is going to change this forever. How about watching your favourite channel on your mobile phone? This has already become a reality in India. This way, you will not miss your favourite television programme while you are traveling.

DID YOU KNOW?

There are cars which come with an antenna which allows you to watch television programmes from a host of channels.

Another interesting technology is Internet Protocol Television (IPTV) which allows you to watch television on computers and mobile phones. This allows the consumers to watch television, record programmes and share their experiences with their friends with the help of an internet connection and a set top box provided

for the purpose. Under this system, a cell phone can be used to schedule the recording of a programme. This will offer the consumers greater choice, control and convenience. Manyof the major Indian channels provide video clips of their programmes through their websites.

Do you have a cyber café in your neighbourhood? Have you gone there to search the internet? If you are not yet familiar with computers, you should make it a point to visit a cybercafé. Internet or new media has opened a whole new world of communication. This newer medium has created a challenge for television. Do you know that many young people in developed countries spend more time on the internet than in front of a television set?

New media allows greater audience participation. You will learn more about this in the module on new media.Television has invented its own ways to meet the challenges put forward by internet. Audience backed shows where the audience decides the winner is an example. Ask your mother if there were any such programmes on Indian television 15 years back. The answer will be 'no'. This is because new media is a recent addition to the media scene and television had no such challenges in the past. Reality television is another new trend. Have you seen programmes like 'Indian Idol', 'Big Boss' and 'Sa Re Ga Ma Pa'? They are examples of reality television.

Thus, in this age of internet, television has been constantly reinventing itself as a medium. The new delivery platforms are steps in that direction. One of the disadvantages of television as a medium is delayed feed back. On the other hand, internet is all about interactivity. So to cope up with this, television has began to package its content as well as delivery in an interactive manner.

INTEXT QUESTIONS 13.5

1. What is IPTV?
2. What is a pay channel?
3. Which of the following is a traditional method of TV broadcasting?
   (i) terrestrial transmission
   (ii) IPTV
   (iii) HDTV
   (iv) Mobile TV broadcasting

4. Fill in the blanks with appropriate word/s:

   (i) ———————— is an example of a free to air channel

   (ii) Mobile TV broadcasting is a ————-

   (iii) …… is a drawback of television.

   (iv) …….. is an interactive medium

13.6 WHAT YOU HAVE LEARNT

→ Evolution of television

- father of television
- first television service BBC
- black and white service
- colour transmission

History of television in India

- television as a part of AIR
- establishment of Doordarshan
- first national coverage by DD
- establishment of Prasar Bharati

Emergence of private television channels

- satellite communication
- advent of Star TV

Impact of television in our daily lives

- information channels
- educational channels
- entertainment channels
- exposure to violence
- creation of stereotypes
- generation of fear

New trends in television

- cable network
- direct broadcast
- Internet Protocol Television

13.7 TERMINAL EXERCISES

1. List three milestones in the history of television in India.
2. How does television influence our daily lives?
3. Outline the new trends in television.
4. Identify the major events in the evolution of television.

13.8 ANSWERS TO INTEXT QUESTIONS

13.1 1. John Baird

2. British Broadcasting Corporation (BBC)

3. 1953

4. (i) (d) (ii) (a) (iii) (a)

13.2 1. Satellite Instructional Television Experiment

2. Refer to section 13.2

3. Refer to section 13.2

4. (i) (a) (ii) (b) (iii) (d) (iv) (a)

13.3 1. Refer to section 13.3

2. The coverage of the Gulf War by the American news channel CNN

3. (i) Zee

   (ii) Kerala

   (iii) Satellite Television Asian Region

   (iv) Doordarshan

   (v) Times Now, any other

13.4 1. Refer to section 13.4

2. Imparting information and education

3. (a) provides entertainment

4. (i) False (ii) True (iii) False (iv) False (v) False

13.5 1. Refer to section 13.5

2. Refer to section 13.5

3. (i) terrestrial transmission

4. (i) Aaj Tak, any other

(ii) New television delivery platform

(iii) Delayed feedback

(iv) New media

14

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ROLE OF TELEVISION AS A MASS MEDIUM

How often do you watch television? Most of us cannot imagine a world without television. It is undoubtedly one of the most popular inventions. You might have a favourite programme. Have you ever thought of what makes your favourite television programme so interesting? What are the features of television as a medium? What are its strengths and weaknesses? What are the functions of television? This lesson will try to answer some of these questions.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- identify the features of television;
- describe how television differs from other mediums of mass communication like print, radio and new media;
- explain the strengths and limitations of television;
- enlist the functions of television.

14.1 CHARACTERISTICS OF TELEVISION AS A MEDIUM

How do you feel while watching a cricket match on television? Isn't it almost like being there in the stadium? It is quite different from reading about the match in the next day's newspaper or hearing a radio commentary. What makes the cricket match on television more interesting?

While radio has sound, television content includes both sound and visuals. **This audio visual character of television makes it a magic medium which allows us to watch the world from our drawing rooms.**

You might remember how exactly Sachin hit a sixer in a crucial match. For most of us, "seeing is believing". This powerful visual nature helps television to create

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vivid impressions in our minds which in turn leads to emotional involvement. The audio visual quality also makes television images more memorable.

Fig. 14.1

How is watching television different from going for a movie? To watch television, you need not leave your drawing room. No need of going to the movie theatre or buying tickets. You can watch television in the comfort of your home with your family. This is why television is generally regarded as a domestic medium. It provides entertainment and information right inside our homes and has become an integral part of our everyday lives. It can actually pattern our daily activities.

Does your family make it a point to watch their favourite serial at a particular time and adjust dinner timings accordingly? This domestic nature of television influences the content also. Have you noticed that a newspaper report has an impersonal tone, whereas the television anchor addresses you, the viewer? The domestic nature of television makes it an intimate medium. This makes the viewers experience a sense of closeness to the anchors of a show or with the characters in a serial.

Fig. 14.2

What will you do if you hear that there is a bomb blast in a neighbouring city? You may switch on your television set for more information. This is because the live nature of television allows it to transmit visuals and information almost instantly. So, another important characteristic of television is that it is capable of being a live medium. The visuals of an earthquake in Indonesia can reach your television set in almost no time. This capacity of the medium makes it ideal for transmitting live visuals of news and sports events. If you are watching a football match in a television channel, you can almost instantly see the goal hit by your favourite team. On the other hand, you can read about the football match only in the next day's newspaper. Television allows you to witness events which happen thousands of miles away.

Fig. 14.3

All of us know that there are a large number of people who cannot read or write. Such people may not be able to read a newspaper, but they can watch television. Any one with a television receiver can access the information shown on television. This makes it an ideal medium to transmit messages to a large audience. In a

Fig. 14.4

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country like ours, with a huge illiterate population, this characteristic of television makes it an ideal instrument for transmitting social messages. Television also has a very wide output, range and reach.It is truly a mass medium.

Activity 14.1

Conduct a survey to find out how many hours people in your neighbourhood watch television.

Do you read your newspaper every morning? What if you did not get time in the morning? You can always read it later. But, what if you miss an episode of your favourite television serial? You will have to be satisfied with some one telling you the story unless you had arranged a recording of the programme. Due to the large output and lack of permanence, television programmes are not easy to be recorded by viewers. It may be practically impossible to record every programme which appears on your television. Therefore, television is generally identified as a transitory medium.

Transitory : Existing or lasting only a short time

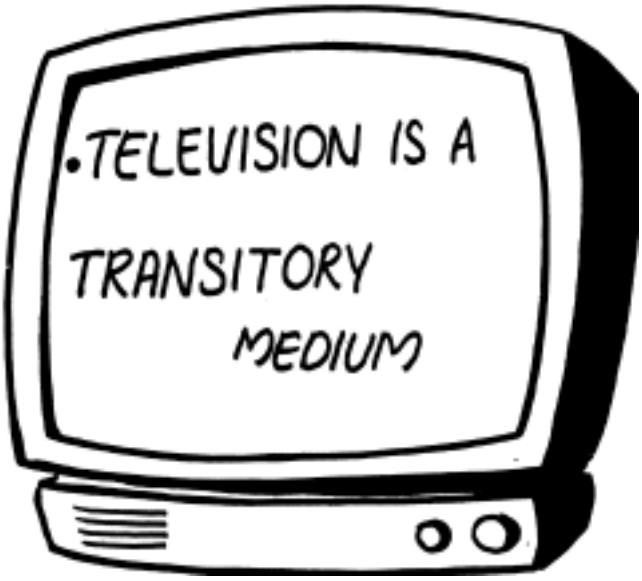

Fig.14.5

Have you ever visited a television station? You will be amazed at the amount of machinery and expertise needed to run a television station. Have you or your friends ever tried to bring out a hand written magazine? You can write articles and stories and draw your own pictures. All you need will be paper, pen, drawing instruments and time. However, a television programme can never be made this

easily. It requires lots of money, machinery and experienced people. Broadcast media in general and television in particular involves complex technology and organization. You will need crores of rupees to start a television station.

Fig. 14.6

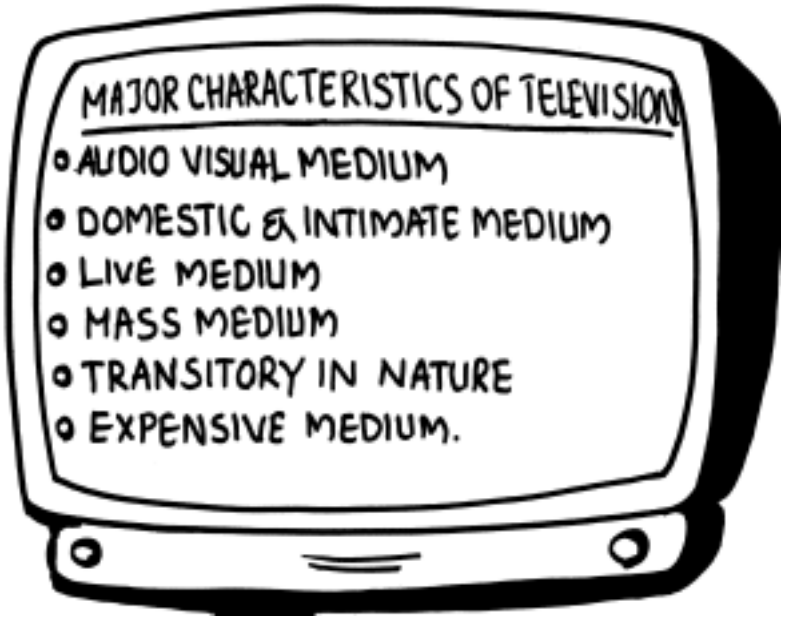

Fig. 14.7

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INTEXT QUESTIONS 14.1

1. What makes television images more memorable?
2. Mention three characteristics of television.
3. Name two characteristics of television which makes it an ideal medium for the telecast of sports events .
4. Tick mark (√) the appropriate answer :

   (i) Which character of television makes it an intimate medium?

   (a) live nature
   (b) domestic nature
   (c) audio visual character
   (d) transitory nature

   (ii) Which of the following mediums transmits messages faster?

   (a) newspaper
   (b) manuscript magazine
   (c) television
   (d) cinema

   (iii) Name a drawback of television

   (a) expensive medium
   (b) mass medium
   (c) domestic medium
   (d) live medium

   (iv) Which characteristic of television makes it an ideal medium for delivering news?

   (a) audio visual character
   (b) live nature
   (c) domestic character
   (d) transitory nature

   (v) Which of the following is a relatively permanent medium?

   (a) television
   (b) radio
   (c) television newscast
   (d) newspaper

14.2 TELEVISION AND OTHER MEDIUMS OF MASS COMMUNICATION

We have gone through the unique characteristics of television. Now let us explore how different television is from other mediums of mass communication like radio, print and new media. Each of these mediums has their own strengths and imitations.

How do you get your daily newspaper? Your newspaper boy delivers it to your doorstep, right? Otherwise you will have to go to a shop and buy the newspaper. In other words, print medium needs physical distribution of its limited products. If there is too much demand, the newspaper stand can run out of newspapers. Compare this with television. Any one with a television set can have access to it. Too many people tuning in to a particular programme does not affect its availability.

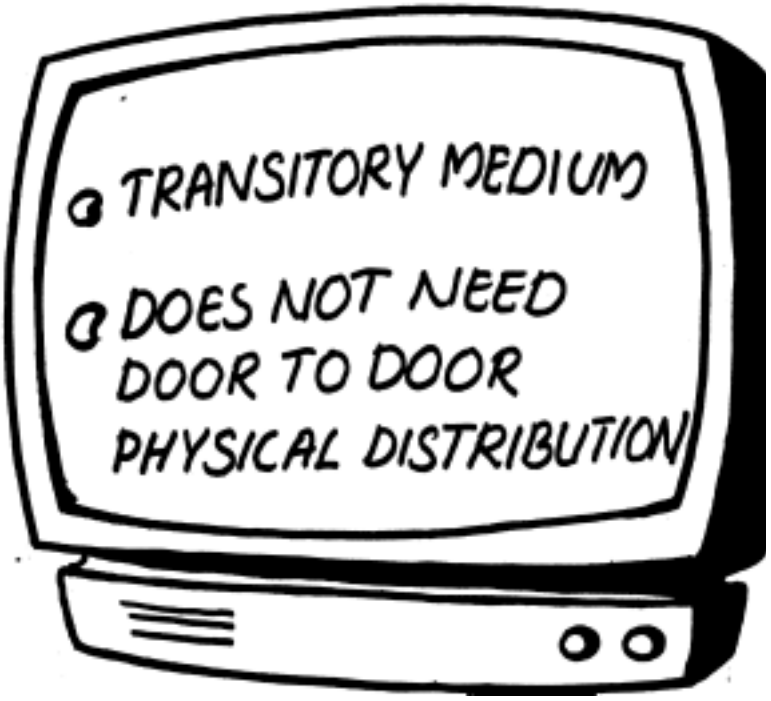

Fig. 14. 8: (a) Characteristics of television

On the other hand, we have already learnt that television is a transitory medium. Contrast it with the comparative "permanence" of print. You can easily make cuttings out of your favourite articles from your newspaper. Contrast it with recording your favourite television news for a month.. Which will be easier to do?

Fig. 14.8: (b) Characteristics of Print Media

How would you like to watch world cup cricket? Will you wait for the morning newspaper to know what happened in the last day's match? Or will you listen to the radio commentary? If you have a television set, most probably you would prefer to be in front of it to catch the latest action. This is because the audio visual nature of television gives it an edge over both radio and print.

Radio is an aural medium where as print relies just on visual content. The tremendous success of television as a mass medium has its roots in its ability to incorporate both visual and aural content. It combines compelling visuals with the personal immediacy of radio. This audio visual character gives it great power in conveying realism and this keeps the viewer emotionally involved.

Do you own a television set as well as a radio? What kind of programmes do you listen to in your radio set? Does your favourite radio channel broadcast more music oriented programmes? This is because the aural nature of radio makes it an excellent medium for transmitting music and speech.

Television, on the other hand is a better medium for conveying documentary information. Would you prefer watching news on television or listening to it on radio? The visual content of television news makes it more appealing than radio news. This is because radio cannot outsmart television in providing the experience of physical reality. Imagine watching a tennis match between Sania Mirza and Venus Williams on your TV set. Wouldn't it convey a more "real" experience of the match than hearing a radio commentary?

Aural: relating to the ear or to the sense of hearing

Fig. 14.9: (a) Television

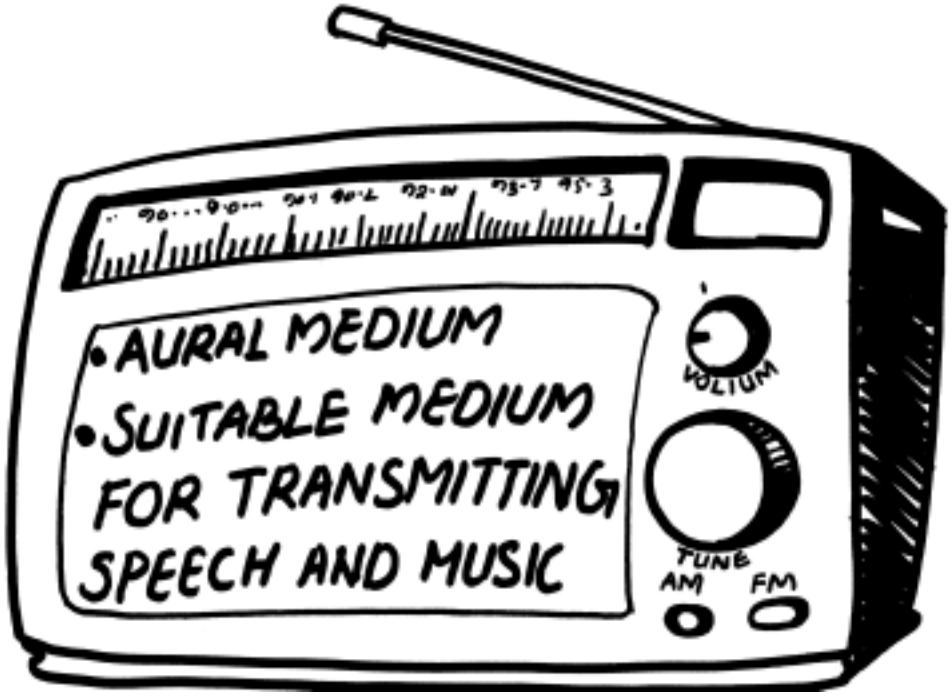

Fig. 14.9: (b) Radio

You can listen to radio while doing your household work. You can listen and drive or shave while hearing the news. However, watching television demands more undivided attention. You can play your radio in the living room and hear it from the kitchen. However, if you try to do the same with television, you are

Fig. 14.10: (a) Listening to radio

sure to miss most of the action. Many people keep their radios switched on in the background while they go about with their daily activities. This trait of radio has helped it to survive the onslaught of television. Radio stations have realized this advantage and have included more musical content in their programming.

Fig. 14.10: (b) Watching television

Imagine hearing the commentary of the republic day parade on radio. How different will it be from watching it on television? You will notice that the radio commentary tries to paint the picture of the republic day parade through words. On the other hand, audio content in television is used to support the visuals. This is because television is an audio visual medium, while radio relies solely on audio content. This fundamental difference between the two influences the way in which news or other programmes are presented in the two media.

Activity 14.3

Compare the television and radio broadcasts of a single event. Note down which one you preferred and the reason for it.

In lesson one, you have seen that internet is giving television a tough competition. Internet or new media has opened a whole new world of communication. What do you do when you find a particular television programme boring? You might change the channel. Or you might write a letter to the television channel about the programme. In both the cases, the feedback is delayed. There is no mechanism which allows the producer of the programme to find out whether all the viewers liked the programme or not. Thus, another trait of television is delayed feedback.

New media on the other hand is an interactive medium. It allows you to instantly

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register your comments about its contents. It allows you to even create your own content. The lesson on new media will give you more details about how to do this. While watching a television programme, you are more or less an inactive spectator. This is definitely not the case with new media.

Fig. 14.11

We have already seen that a television news show can bring the world to our homes. It can tell us about world leaders meeting in Washington, the effects of global warming in Antarctica and about an Indian athlete winning a gold medal in a world championship. We have learnt that television is generally regarded as a domestic medium. New media, on the other hand, is the medium of the individual. It allows you to connect with people around the world with just the click of a

Fig. 14.12 (a) Television

mouse. Television allows you to witness events happening around the world. New media empowers you further by allowing you to participate in these events by posting your comments on websites.

Do you discuss your favourite television programme with your friends? Watching a popular television programme can give you a sense of community. New media takes this one step further. It allows you to create communities which will help you to stay in touch with people of similar interests. For example, if you like the songs of Kishore Kumar, you can join a Kishore Kumar fan club on the internet. This will help you to be in touch with and share songs with another Kishore Kumar fan in as distant a place as New York.

Fig. 14.12: New Media

If you compare today's newspapers with those before the arrival of television, you will notice that the visual content of today's newspaper is much more. This is because the arrival of television has prompted the print industry to reinvent itself. People were impressed by the magic of the visual content offered by television. Not to be left behind, the print media started providing more photographs and other illustrations.

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Fiction – an imaginary tale or invented story

Every time a new medium emerges, the older media try to adapt to the new challenge. Before the advent of television, more than 60 percent of the print content was fiction based. However, soon television became the preferred source of entertainment for most people. This prompted print to shift more towards non fiction content. Pay attention to the way news is reported in both television and print. You will notice that while television delivers you the latest headlines in no time, the newspaper concentrates more on analysis and provides you with additional background information.

Activity 14.4

Take the same news item in a newspaper and a television channel. What difference do you find in the way the news is reported in the two mediums ?

Do you watch audience backed shows? Here, the voters decide the outcome of the show. This is an attempt by television to include an element of interactivity into its content. The arrival of new media has prompted television to change itself to meet the new challenge.

Similarly, news shows and other programmes have started airing viewer's 'sms'. Some news channels allow you to send reports which might have been shot on your camera or mobile phone. This is termed as ***'citizen journalism'***. This allows the viewer to participate in the content or programme production. Today, newspapers also try to be participatory in nature. Many major newspapers encourage viewers to send interesting photographs which are published.

When television first came into existence, it was predicted that it will wipe out newspapers. However, we have seen that it is not so. The newspaper reinvented itself to meet the new competitor. Similarly, many predict the death of television in the age of new media. What do you think? Will you stop watching television in the years to come?

INTEXT QUESTIONS 14.2

1. Fill in the blanks with appropriate word/s:

   (i) Radio is an ———— medium

   (ii) Newspaper is a comparatively ———— medium in comparison to the transitory nature of television

   (iii) The arrival of television prompted print to ———— its visual content

2. (i) Which of the following statements about television is not true?

   (a) it is audio visual in nature

(b) it is a live medium

(c) it is less powerful than print

(d) delayed feedback is one of its traits

(ii) Which of the following allows the viewer to participate in television content production?

(a) Citizen journalism

(b) Current affairs programmes

(c) News

(d) Serials

(iii) Identify the false statement

(a) Newspapers need to be physically delivered to the readers

(b) Television has wiped out newspapers

(c) Television is a domestic medium

(d) New media is interactive in nature

Activity 14.5

1. Monitor television news, radio news and your daily newspaper for a week and enlist the differences in the ways in which the same news is reported in all the three mediums. Pay special attention to the way words and pictures are used in each medium.

14.3 FUNCTIONS OF TELEVISION

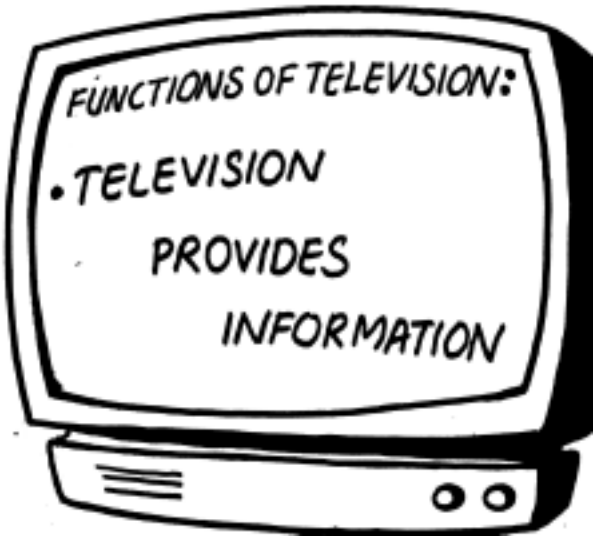

Fig. 14.13

Do you watch the programmes aired on channels like National Geographic? They give you a whole lot of information about a variety of topics ranging from the life of turtles to the scientific facts about volcanoes. Similarly, a news channel gives you information about events ranging from the local football match to the war in Iraq. Thus providing information is one of the main functions of television.

Activity 14.6

Identify and watch a programme which provides information in your favourite channel. Make a note of the information you gained by watching the programme.

Do you watch the programmes of the National Institute of Open Schooling (NIOS) aired on Gyan Darshan? Do they help you to understand your lessons better? Gyan Darshan is an excellent example of how television is used for educational purposes. Because of its visual nature, television can be an excellent source of instruction. A lesson about France can be made all the more exciting through a television programme on the country which can show you the sights and sounds of Paris. Thus, television can be an excellent educational tool.

Can you think of other topics which can be taught better by using television?

Television can be used:

- to demonstrate processes or physical skills
- to show movement
- for those lacking reading skills
- to make distance learning more personalized
- to make teaching and learning more attractive,and dynamic

However, television has its limitations as an educator. In a class room you can always ask your teacher your doubts. Also, the teacher can repeat a difficult concept. Obviously, a television set cannot do this due to practical constraints. A few limitations of television in the educational field are due to the fact that:

- it is primarily a one-way communication medium
- both production and transmission of programmes are costly
- the production process is very lengthy

Why do you watch television? Is there any one major reason? Many of us watch television to relax or to be entertained. Thus providing entertainment is one of the major functions of television. As a result serials, films or music based programmes are among the most popular television programmes. Television provides different kinds of programmes for different sections. Your brother might watch a football match while your sister may be more interested in a quiz contest.

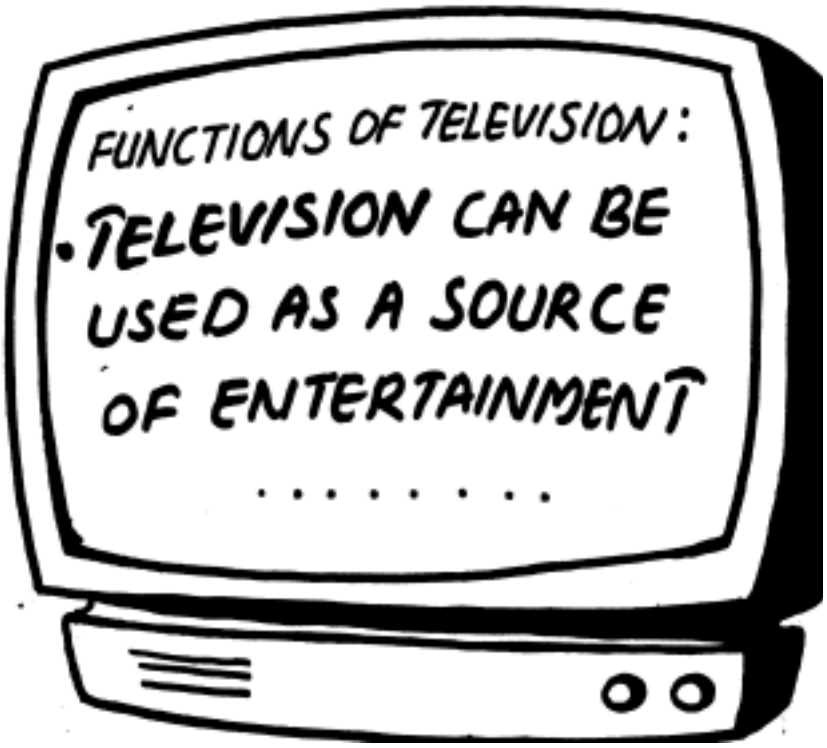

Fig. 14.14

INTEXT QUESTIONS 14.3

1. Name two functions of television
2. Give an example where television is used for educational goals
3. Name the most popular function of television.
4. Fill in the blanks with appropriate word/s:

   (i) _____ is an example of a channel which provides informative programmes.

   (ii) Television can help to make distance learning _____.

   (iii) The one way communication method of television _____ its role as an educator.

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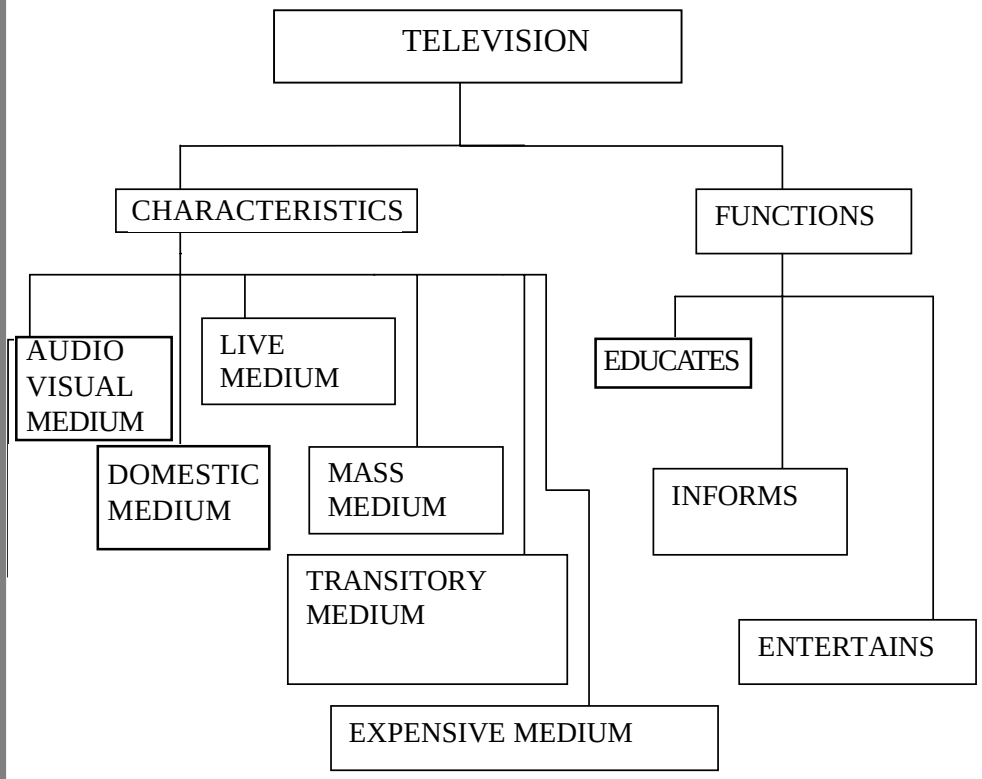
14.4 WHAT YOU HAVE LEARNT



14.5 TERMINAL EXERCISES

1. What are the major characteristics of television?
2. Identify the major differences between television, print and radio.
3. What are the main strengths and limitations of television?
4. Explain the functions of television.

14.6 ANSWERS TO INTEXT QUESTIONS

14.1 1. The audio visual character of television

2. Live medium, audio visual content, domestic medium, any other
3. Live medium, audio visual nature.
4. (i) (b) (ii) (c) (iii) (a) (iv) (b) (v) (d)

14.2 1. (i) aural

(ii) permanent

(iii) increase

2. (i) (c) (ii) (a) (iii) (b)

14.3 1. (i) educates (ii) informs (iii) any other

2. (i) Gyan Darshan (ii) any other

3. providing entertainment

4. (i) National Geographic, any other

(ii) personalized

(iii) limits

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15

TELEVISION CHANNELS

Whenever you are hungry, you look up to your mother to provide you with something really delicious. But imagine what will happen if your mother serves you the same *chapati* and *daal* every day. You will definitely get bored. That is why we feel many a times to have food in restaurants or also try to make different dishes at home itself. The variety helps us choose the food according to our taste and mood.

Now imagine, if we had only one channel in our television sets offering us only two or three programmes on a daily basis ? That was how it used to be in the mid seventies when Doordarshan used to broadcast only black and white programmes for a few hours only. People who owned television sets would wait for the time to switch on the television. Today, we are fortunate enough to have a varied range of television channels offering us different programmes. Improved technology has changed the world of television.

In this lesson, you will learn about the various categories of television channels available in our country and the types of programmes telecast through them.

OBJECTIVES

After studying this lesson, you will be able to do the following :

- classify different categories of television channels;
- differentiate between various types of television programmes;
- enlist various programme formats available on television.

15.1 DIFFERENT CATEGORIES OF TELEVISION CHANNELS

You must have sometimes wondered if variety is the only reason to have so many types of television channels? The fact is that television keeps all types of audiences in mind whether they are children, women, youth, elderly, farmers, industrial workers, students or even illiterates and thus offers a number of channels for everyone.

Television telecasts many such programmes that are audience specific – these are known as special audience programmes like children's programmes, women's programmes, youth programmes and educational/school telecasts.

Keeping the target audience in mind, these special programmes are planned, fulfilling the desires of specific groups. In case of children's programmes, stories, music, games and general knowledge are available. In women's programmes, tips on cooking, sewing, legal problems etc. are given. In the case of farmers programmes, subjects on agriculture, dairy farming, poultry, cooperative activities etc. are adequately covered.

The youth programme has a separate format which provides for discussion on the problems, desires and requirements of the youth, generally presented by young anchors and for the young audience. Now let us discuss the different categories of television channels available with us.

News Channels

What comes to your mind when you see the word news? If we were to answer this question 10-15 years back, we may have said that news bulletins are telecast at night. But today, the answer would be news channels showing news round the clock.

Initially news on television meant a bulletin of half an hour or one hour usually telecast at the prime time comprising the top stories of the day. But today the meaning and definition of news has changed considerably. There are various programmes, various formats and a number of ways in which the news is being broadcast.

Fig. 15.1

News may be defined as something that is new or information about recent events or latest happenings, especially as reported by newspapers, periodicals, radio, or television. But news has today come to mean much more. Just a little over a decade ago, only one television channel used to give us news and current affairs - that is, the sober old Doordarshan.

At present, we have more than half a dozen news channels in Hindi.Some of them are Aaj Tak, Star News, Zee News, NDTV India, Sahara Samay and ETV. There are English news channels which include NDTV 24x7, CNBC-TV18, Times Now and Headlines Today. In addition there are channels in all other major languages, including Tamil, Telugu, Malayalam, Kannada, Marathi, Gujarati, Bengali, Oriya and Urdu.

Fig. 15.2

Sports Channels

Have you ever seen a live cricket match on television? Or for that matter a football tournament? Apart from news channels, another important category of television channels are sports channels.

Fig. 15.3: Sports channels

Sports channels are television specialty channels that broadcast sporting events like twenty-20 world cup- usually live, and when not broadcasting live events, they offer sports news and other related programmes. There are some channels that focus on only one sport, in particular or one specific region of a country, showing only their local team's games.

> ***Do you know?***
>
> *The first sports channel was from the Sports Channel networks in US. ESPN began broadcasting in 1979.*

These channels have greatly improved the availability of sports broadcasts, generating opportunities, such as the option to see every single sport our team plays in any part of the world.

The concept of sports channels is also not that old. Earlier, you might even remember that in India many serials were not telecast at their routine timings because the cricket match was to be shown live. Today this is surely not the case. We now have exclusive sports channels which telecast live sports events thereby not hampering the schedule of other popular fiction and entertainment programmes available on other channels. What to watch is definitely the viewers' choice always.

Cartoon Channels

Do you have any younger sister or brother at home? Ask them which is their favourite channel on television. Well, their answer would probably be Pogo or Cartoon Network. The most popular category of television channels among kids are the cartoon channels.

Cartoon Network India is the most popular cartoon-dedicated television channel in India. It airs English, Tamil and Hindi-dubbed versions of a variety of cartoons, including traditional Cartoon Network programmes featuring Tom and Jerry, Scooby-Doo and Popeye the Sailor.

Programmes also include the superhero series including Superman: The Animated Series, Batman: The Animated Series and Justice League Unlimited, Pokémon, Beyblade, Xiaolin Showdown, Digimon, Duel Masters, Transformers: The Unicron Trilogy and the Teenage Mutant Ninja Turtles.

Fig. 15.4: Cartoon channel

Cartooon Network has also aired a few Indian-made cartoons, featuring *'Akbar and Birbal', 'Tenali Raman', 'Sindbad', 'Ramayan', 'Mahabharata' and 'Vikram and Betal'.*

Entertainment and Lifestyle Channels

Have you ever seen the coloured supplement that comes along with your newspaper? It has stories related to films, actors, home decors and other entertainment related items. In television also there are channels dedicated to subjects such as home, garden, kitchen and family.

These are called lifestyle channels and they offer a variety of programmes catering to various lifestyle conditions and patterns. Stylised anchors, well decorated and lit up sets, mesmerising locations and a cool attitude is how these channels can be best described. To know what your favourite celebrity likes or dislikes, you may watch the lifestyle channel. Zoom and Discovery's Travel and Living are some of the lifestyle channels.

Science and Discovery related channels

Just like sports channels offer a variety of programmes related to sports, science channels feature only science-related television shows. Each day has specialised blocks that cover certain topics such as weather, technology and space.

If you want to lean about dinosaurs, snakes, tigers, waterfalls, nature, scientific inventions and discoveries, science channels like National Geographic and Discovery are a must for you.

INTEXT QUESTIONS 15.1

1. Tick mark the appropriate answer from the choices given :

   i) Channels dedicated to the subjects of home, garden and family :

      a) science channels

      b) news channels

      c) sports channels

      d) lifestyle channels

   ii) The most popular category of television channels among children :

      a) news channels

      b) sports channels

      c) cartoon channels

      d) lifestyle channels

   iii) Which of the following is a news channel?

      a) Discovery Channel

      b) NDTV 24x7

      c) ESPN

      d) Zoom

2. List any two types of television channels. Give one example of each.

   ……..

   ……..

   ……..

   ……..

3. Give five examples of entertainment programmes on television.

   ……..

   ……..

   ……..

Notes

15.2 TYPES OF TELEVISION PROGRAMMES

Now we all know that there are different categories of television channels. Depending upon our mood, interests and other requirements, we select and watch the channels. Various programmes that are offered on these channels serve different purposes. Some programmes are used to inform the people, some to entertain the masses and others to educate the community. Time and again it has been proved that the television has provoked and persuaded the common people. Many of us have an emotional involvement with this medium.

Providing information, entertainment and education is the basic objective of television. Our priority changes from time to time and so does the channel that we select at a given moment. With time, new words like 'infotainment' and 'edutainment' have crept in, but in both the cases entertainment is common and that is what has become the main role of television .

Informative Programmes

Very often, we get to know a lot of things through television programmes . What is happening where? Which exhibition will be held and until when? Who has been declared the best sportsperson of the year?

Well, programmes whose main aim is to provide information to its viewers are termed as informative programmes. Different types of informative programmes are:

- **News and Current Affairs Programmes:** For eg. *News bulletins, news commentaries - direct coverage of proceedings of important events, news based interviews and panel discussions.*
- **Sports Programmes:** for eg. *Cricket matches, sports diaries, sports commentary.*
- **Cookery shows, food related programmes** eg. *Cook it up with Tarla Dalal, Khana Khazana, Mirch Masala.*
- Programmes imparting information related to contemporary environmental issues, scientific and technological inventions and discoveries and economic policies like *Surabhi, Bharat ek Khoj.*

Entertainment Programmes

Do you always watch television because you want to know something? Surely not. The most important reason why most of us watch television is to be entertained.

Apart from programmes that provide us with information, there are a number of programmes on television that entertain us. These programmes are known as entertainment programmes.

Examples of entertainment programmes are:

- **Serials, soap operas, dramas and plays** like: *Junoon, Ghar ek Mandir, Kyunki saas bhi kabhi bahu thi, Banu mein teri dulhan*.
- **Comedy shows** like *laughter challenge, comedy circus*.
- **Musical programmes**: Light music programmes, classical music programmes like *Ghazal Goshthi*
- **Game shows** like *Master Card Family Fortune*
- **Chat shows** like *Koffee with Karan, Oye, its Friday*!, *Jeena isi ka naam hai.*
- **Cartoons** like *Tom and Jerry*
- **Fairy tales/ fantasy based programmes** like *Alladin ka Chirag*
- **Horror shows** like *Aahat*
- **Reality television shows** like *Indian Idol, Sa Re Ga Ma Pa* and *Voice of India.*

Educational Programmes

Do you know that television can be an excellent teacher as well. It can act as an effective tool of distance education. You have learnt about *Gyandarshan* which is the educational channel of Doordarshan in your earlier lesson. Programmes telecast through this channel is a perfect example of educational programmes. Programmes that come under this category are:

- Open university and distance learning programmes (UGC and IGNOU)
- **Social and development programmes:** Health and science, fitness and hygiene, agriculture and rural development programmes, public service telecasts, literacy campaigns, family planning and welfare.
- **Culture and gender studies programmes :** Programmes related to literature, arts, theatre, cultural heritage and gender sensitisation.

INTEXT QUESTIONS 15.2

1. Tick mark the appropriate answer from the choices given

   i) Culture and gender studies programmes are a type of-

      a) entertainment programmes

      b) educational programmes

      c) informative programmes

      d) none of these

ii) Comedy shows are a type of :

a) educational programme

b) informative programme

c) entertainment programme

d) none of the above

iii) Cookery shows can be classified as :

a) educational programme

b) entertainment programme

c) informative programme

d) none of the above

2. Give three examples of informative programmes which you like to see on television.

……

……

……

……

……

15.3 DIFFERENT FORMATS OF TELEVISION PROGRAMMES

Man needs variety in his life, whether in taking food, getting dressed, making friends or even selecting entertainment. Here in television also we go by the saying 'variety is the spice of life'.

Many times while watching television you must have thought that some programmes are a work of the director's imagination while others appear to be real life experiences. This is very true because on one hand we have programmes which are based on imagination and on the other hand, we have programmes that are based on real incidents and events. Thus, we have two broad formats of television programmes which we shall discuss here.

- Fiction Programmes
- Non Fiction Programmes

Fiction programmes

Almost all the fiction programmes that depend on imagination and dramatization are meant for entertaining the audiences. Drama/ soap operas like *Humlog, Ghar*

ek Mandir, Kyunki saas bhi kbahi bahu thi are ongoing, episodic works of fiction.

> ***Do you now?***
>
> *The name soap opera stems from the original dramatic serials broadcast on radio that had soap manufacturers as the show's sponsors.*

How often do people in your house fight for the remote ? Why does this happen? Your mother wanted to see a serial but your sister preferred something else. Your father wanted to see the news while you wanted to see the cricket match. And ultimately your mother managed to win the slot as everyone agreed to watch the daily serial. Serials in television are series, often in a weekly prime time slot, that rely on a continuing plot and unfolds in a serial fashion episode by episode.

> Interestingly, many film-based programmes with a mixture of fiction and song/ segments of film clippings etc are also available these days on television which blend various formats into one.

Non-fiction programmes

Apart from different serials and other entertaining works of fiction, you must have watched programmes on television that provide a lot of information regarding various events that take place in our surroundings and also impart education on contemporary issues. Let us now discuss the various non-fiction programmes available on television.

News Bulletins: News bulletins essentially present a summary of news stories in their order of importance and interest. National and international happenings get the pride of place, while regional and local news are read out if time permits. Human interest stories and sports news generally round off the major bulletins. News bulletins in English, Hindi and various regional languages are presented on Doordarshan.

But with the advent of 24-hour news channels, half an hour bulletins are no longer popular. Rather the news has taken the 24X7 format where it is presented almost instantly as and when events occur.

Game/Quiz Show: You may have seen Derek O Brien presenting the most popular quiz programme, called Bournvita Quiz Contest (BQC) telecast every Sunday afternoon. Beginning with the Bournvita jingles, the programme gets off the ground quickly and moves at a hectic pace, taking the audience along with it.. It's the sense of participation and involvement in the quiz questions that makes the quiz programme an enjoyable family fare.

Talks and Discussion Programmes: There are many issues which are of importance and concern to us happening in our society. Reporting them through news alone is not enough. Several factors and viewpoints of experts help us to gain an insight into these issues. Talks and discussion programmes about topical issues are thus a a very important format of television programming. Most of these

shows feature a regular host, who interviews guest spakers. Typically, it includes an element of audience participation, usually by broadcasting conversations with listeners who have placed telephone calls to speak with the programme's host or guest. Generally, the shows are organized into segments which are separated by a break for advertisements. Examples of such programmes include' We the people' and 'Muqabla'.

15.4 WHAT YOU HAVE LEARNT

Different categories of television channels

- news channel
- sports channel
- cartoon channel
- entertainment and lifestyle channel
- science and discovery channel

Types of television programmes

- informative
- entertaining
- educational

Different programme formats

- Fiction : serials, film based programmes
- Non-fiction: News bulletins, game/ quiz show, talks and discovery programmes

15.6 TERMINAL EXERCISES

1. Discuss the various categories of television channels in detail giving examples.
2. What are the various types of television programmes? Explain with examples.
3. Which is your favorite television programme and favourite television channel and why? To which category does it belong to ?
4. Describe the various types of television programme formats.

15.7 ANSWERS TO INTEXT QUESTIONS

15.1 1. 1. i) (d) ii) (c) iii) (b)
2. i) News channel – example –Zee News
ii) Sports channel – example- ESPN
iii) Any other
3. Refer to section 15.1

15.2 1. i) (b) ii) (c) iii) (c)
2. Refer to section 15.2

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16

TELEVISION PROGRAMME PRODUCTION

Have you ever thought what goes behind any television programme production? Or, have you ever noticed the names of the people involved in production process that appear on television after the programme ends? You may not have bothered to look at all the names which appear on the television screen at the end of the programme. But you must know that a whole range of personnel and equipments are involved in making a television programme.

While watching television, as viewers, we are largely unaware of the production complexities. But professional television production, regardless of whether it is done in a television studio or in the field is a complex creative process in which many people and machines interact to bring a variety of messages and information to a large audience.

In this lesson, you will learn about the different stages of television programme production, various equipment required for production of television programmes and the work profiles of key professionals involved in the production process.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- classify the three stages of television programme production;
- explain the production process of a television programme;
- identify the equipment required for television production;
- describe the work profile of key professionals involved in programme production.

16.1 PROGRAMME PRODUCTION STAGES

Let us consider a situation in which you are expecting some guests for dinner. What preparations will you do? First of all, you need to decide the menu. Then

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you will arrange for all the vegetables and such other ingredients required for the preparation of food items. You may have to go to the market for buying the ingredients. Now after arranging for everything, you will start preparing the food. This again involves all the key ingredients to be mixed at the right time in the right quantity. Once the food is prepared, comes the presentation stage wherein you will put the various items prepared in different utensils and after garnishing , they will be ready to be served on the dining table.

So you have seen that there were three stages in the making of various food items. In stage one, you arranged for everything required for preparing the food items. In stage two, you actually prepared the food items and in the third stage, you presented them on the dining table.

Fig. 16.1 (a)

Fig.16.1 (b)

Fig. 16.1 (c)

Now imagine you have to produce a television programme. In a similar manner as above, you will first arrange everything required for the programme production. In the second stage you will actually carry on the production process, and thirdly you will polish the product for the final presentation on television. Thus, we can divide the entire production process into three major stages.

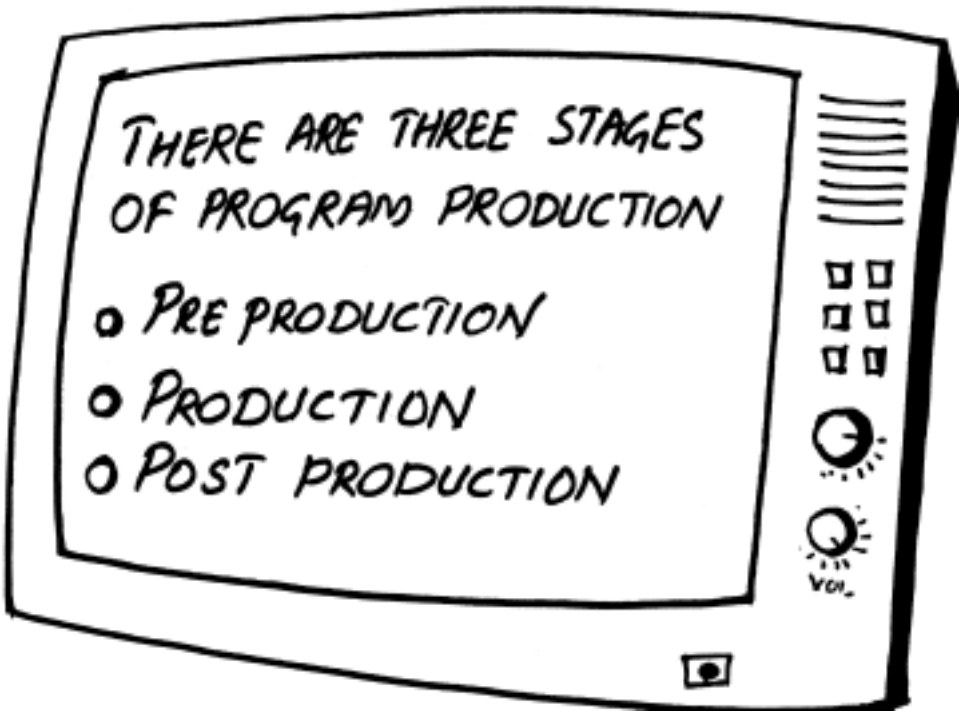

Fig. 16.2

There are three stages of programme production

1. Pre production
2. Production
3. Post production

Pre-Production

This stage includes everything you do before entering the studio or reaching the shooting location. It involves idea generation, research, scripting, discussions with all the crew members and talents (actors), arranging equipment, video / audio tapes, properties, costumes, sets designing or location hunting and booking of editing shifts.

The first thing to know about any and every production is what you want the programme to look like, just like you need to know what you want to cook. This is the pre production stage. You need a clear idea of what you want to make. Only then will you be able to make a good programme, understandable by the audience. Once the idea is clear, the next stage is how to get from the idea to the television image. To translate an idea on screen effectively you need a good and detailed script.

In all it involves planning everything in advance. This is very essential to get desired results. If you have all the raw ingredients ready in your kitchen, you can easily cook the food. Similarly, if you have worked well in this stage of programme production, the other two stages become easy and workable.

Fig. 16.3: Pre-production stage – getting ideas clear

Production

This is the stage when you are on the studio floor or on location and are ready to shoot or are actually shooting. (You can compare this to the situation when you were in the kitchen carrying out the process of cooking food). It includes managing all the facilities, handling of talent and crew members, controlling the crowd, shooting without hurdles and solving any problem related on the spot at that time.

Post-Production

This is the third stage of programme production. It is the stage when you get the final shape of the programme, just like the way you garnished every food item to be presented on the dining table. It includes cutting the recorded visuals into appropriate length, arranging the visuals in a proper sequence, use of desired effects for the visuals or text / captions, commentary recording, music/song recording, and final assembly of the entire programme.

INTEXT QUESTIONS 16.1

1. Tick mark (√) the appropriate answer

   (i) The production process can be divided into

   (a) Two stages

   (b) Four stages

   (c) Three stages

   (d) Five stages

   (ii) Idea generation is a part of

   (a) Pre production

   (b) Production

   (c) Post production

   (d) None of the above

2. Fill in the blanks with appropriate word/s:

   (i) Pre production stage involves …….. everything in advance.

   (ii) The most important element of the pre-producion process is the …… .

   (iii) ……. includes cutting the visuals into appropriate length.

3. Arrange the following steps in the right order,by putting 1,2 and 3 against each of them :
   i) Post Production
   ii) Pre Production
   iii) Production

16.2 TELEVISION PRODUCTION PROCESS

We all know that in order to make a food item we need different materials like vegetables, utensils, knives, spoons, spices, water, oil etc. Similarly, in order to make a television programme we need various equipments and people required to operate them for the production of a specific kind of programme.

Let us now discuss the equipments required for the production process.

Machinery and Equipment required for Production

Imagine you had to paint something on a canvas. Essentially, you will need a brush, colours and a palette. Similarly, if you want to make a good programme on television, you need some essential equipment like camera, lights, sound recorder etc. We can categorise the basic production elements as follows:

Camera

The most basic equipment in any and every production is the camera. In our lives also, many of us or our friends must have used the camera for capturing various events.

If you carefully look at any camera, you will see a lens in it. This lens selects a part of the visible environment and produces a small optical image. The camera is principally designed to convert the optical image, as projected by the lens, into an electrical signal, often called the video signal.

Fig. 16.4: Camera

Lights

Have you ever tried to see something in dim light? It's difficult to see. Isn't it ? Now imagine seeing in the dark. You must be wondering how it is possible to see in the dark? Just like the human eye, the camera also cannot see without a certain amount of light. There comes the role of lights in television production. Lighting any object or individual has three main purposes:

1. To provide the television camera with adequate illumination for technically acceptable pictures.
2. To show the viewers what the objects shown on screen actually look like, say, for instance, if there was no light in the room, we would not have been able to see how the chair, table or anything else for that matter would look like. Lights also help us know when the event is taking place, in terms of the season and the time of the day.
3. To establish the general mood of the event.

Fig. 16.5: Lights

Microphone

You may have seen a microphone being used by people to talk on various occasions. Have you ever wondered why we actually use microphones ?

Just as you have learnt that the camera converts what it sees into electrical signals, similarly the microphone converts sound waves into electrical energy or the audio signals. But the sounds that we produce are very feeble in nature and, therefore, cannot be sent to larger distances. Therefore it is amplified and sent to the loudspeaker which reconverts them into audible sound.

There are different types of microphones available for different purposes. Picking up a news anchor's voice, capturing the sounds of a tennis match, and recording a rock concert - all these require different types of microphones or a set of microphones.

Fig. 16.6: Microphone

Sound Recorder

In one of your earlier lessons, you have learnt that radio is an aural medium where as print relies on visual content. However, television combines compelling visuals with the personal immediacy of the radio. This audio visual character gives it great power in conveying realism in a convincing way.

Television sound/audio not only communicates information, but also contributes greatly to the mood and atmosphere of the visuals that come along with the audio on screen. The sound recorder essentially records the sound picked up by the microphone.

With a sound recorder, you can:

1. select a specific microphone or other sound input
2. amplify a weak signal from a microphone or other audio source for further processing
3. Control the volume and ensure the quality of sound
4. mix or combine two or more incoming sound sources

Videotape recorder

As we all know that television is an audio-visual medium, we need to record both audio and visual components. While the sound i.e. audio is recorded on sound recorders, visuals are recorded on video tape in a videotape recorder.

Most of the television programmes that we see are recorded on videotape or computer disk before they are actually telecast.

Post production editing Machine

As we have discussed earlier, before we present any food item on the dining table, we need to garnish it. Likewise in television programmes also, before we actually telecast a programme on television, we need to do the post production.

In the post production stage, you select from the recorded material, those visuals which seem to be most relevant and copy them onto another videotape in a specific order. This is called editing.

The post production editing equipment/machine helps to edit the programme after it is recorded. While many of the elaborate editing systems may help you to obtain the desired results, most of them cannot make the creative decisions for you. It is therefore important for you to know the desired result and shoot accordingly. Again, the better the pre production and production stages of the programme are, the more easier becomes the post production stage.

INTEXT QUESTIONS 16.2

1. Tick mark (√) the appropriate answer from the choices given.

   (i) What converts sound waves into electrical energy or the audio signals

   (a) Lights

   (b) Camera

   (c) Microphone

   (d) Switcher

2. Fill in the blanks :

   (i) Television camera converts …… image into ……..signals

   (ii) Most television programmes are recorded on …… or computer disk

3. List any five equipments used for production

   ……

   ……

   ……

   ……

   ……

Notes

16.3 KEY PROFESSIONALS INVOLVED IN TELEVISION PRODUCTION

You know that your mother can cook tasty food and that too alone. Your sister can also do the same thing without any help. But in television programme production, this is not the case. Television production is a team effort. The team consists of creative talent as core members and there are other support staff also. The members may be required to perform more than one role and that depends on the type of organisation or a production house, and the type and scale of the production. Regardless of the specific job functions of the various members, they all have to interact as a team. Just like you know in every sport, say like cricket, each member of the team is very important; similarly in television production also, every member plays a crucial role.

Television production is a team effort.

Let us now discuss the key roles that the team members in a television production need to play.

Producer

In television programme production, the head of the production who is called a producer is in charge of the entire production. The producer manages the budget and coordinates with the advertising agencies, actors and writers. The producer is also responsible for all the people working on the production front and for coordinating technical and non technical production elements.

Director

Who is a Director? In a television production, the Director is in-charge of directing the actors and technical operations. The Director is ultimately responsible for transforming a script into effective audio and video messages. Where the camera will be placed, what type of visuals need to be taken, where the actors will stand, all these are controlled by the director.

Fig. 16.7: Director

Production Assistant

The Production Assistant facilitates all that is required for the smooth execution of the television production. Both the producer and director are assisted by the production assistant.

Script Writer

One of the basic requirements of television production is the script. The script gives all the details of the programme such as the dialogues, the list of actors, details of the costumes, the mood required to be created for each scene and their respective locations. A script writer is the person who writes the script for the programme. In smaller productions, this task is generally done by the director and script writers are hired, if required.

Actors

Actors are the personnel who perform different roles according to the requirement of the script.

Anchor

An anchor is a person who presents a programme formally on television. For example, news anchors present news on television while there are also anchors who present reality shows like Sa re Ga Ma Pa and Indian Idol.

Who is your favourite anchor? Which programme does he/ she anchor?

Fig. 16.8: Anchor

Cameraperson

Camerapersons operate the cameras. They often do the lighting also for smaller productions. They are also called videographers.

Fig. 16.9 (a) : Cameraperson

Fig. 16.9 (b) : Cameraperson

Sound Recordist

A Sound recordist records the complete sound track (dialogue and sound

effects) of the programme. The sound recordist is also responsible for background music involved throughout the programme.

Art Director

The Art Director is the incharge of the creative design aspects, which includes set design, location and graphics of the show.

Property Manager

The property manager maintains and manages the use of various set and properties. It is found in large productions only, otherwise the props are managed by the floor manager only.

Floor Manager

A Floor Manager is in charge of all the activities on the studio floor. He coordinates talents, conveys the director's instructions and supervises floor personnel. He is also called *floor director* or *stage manager*.

Costume Designer

The costume designer designs and sometimes even constructs various costumes for dramas, dance numbers and children's shows.

Activity 16.1

Prepare a list of all the names that come on screen at the beginning or end of any television programme that you watch.

16.4 STUDIO AND OUTDOOR RECORDING

You may have noticed that the programmes which you see on television are either shot inside the rooms i.e. closed areas, or are shot in open spaces, or as we call outdoor areas. Thus, the recording of all the programmes that we see on television can be done,in broadly two ways, either inside the studio or an outdoor location.

The recording done essentially within the four walls of the studio for the production of television programmes is known as *studio recording.* Whereas, any recording that involves shooting outside the studio is known as *outdoor recording*.

Fig. 16.10 : (a) Studio recording

Fig. 16.10 : (b) Outdoor recording

Live television programmes and Recorded Television Programmes

Have you ever seen a cricket match on television which was actually being played at the same time in some other country? Or may be the Republic Day Parade which takes place in New Delhi? All these programmes are telecast 'live' on television.

The success of a live programme entirely depends upon the performance of the talents and the crew members involved. Recorded programmes have a better chance for success as there is scope to go for retakes to get desired visuals with greater satisfaction. But on the other hand, live programmes can be made speedily. Live programmes generate a lot of excitement in the minds of viewers.

Recorded programmes have a better chance of marketing as such programmes can be polished and edited later, but they generally lack the excitement of live programmes. No matter what the programme format may be, live or recorded, the pre-production research and paper work is a must in television programme production.

INTEXT QUESTIONS 16.3

From the list given below, pick only the key professionals involved in television programme production .

i) flower designer

ii) costume designer

iii) playback singer

iv) producer

v) orchestra players

vi) stage decorator

vii) director

viii) dance master

ix) production assistant

x) cameraperson

16.5 WHAT YOU HAVE LEARNT

→ Television Programme Production

Programme Production Stages

- Pre-production
- Production
- Post production

→ Television Production Process

Machinery/ equipment required

- camera
- lights
- microphone
- sound recorder
- videotape recorder
- editing machine

Key Professionals in Television Production

- producer
- director
- script writer
- actors
- cameraperson
- sound recordist
- art director

Studio and outdoor recording

Live television programmes and recorded television programmes

16.6 TERMINAL EXERCISES

1. What is television production?
2. Describe various stages of television programme production
3. Explain the importance of the pre production stage for any television programme?
4. What is the function of camera, lights and recorder in any television programme?
5. Give a brief account of various equipments required for production
6. Describe the work profile of key professionals in a programme production

16.8 ANSWERS TO INTEXT QUESTIONS

16.1 1. (i) c

(ii) a

2. (i) Planning

(ii) Script

(iii) Post Production/Editing

3. Post Production-3

Pre Production-1

Production-2

16.2 1. (i) c

2. (i) Optical, Electrical

(ii) Videotape

3. Camera

Lights

Microphone

Videotape recorder

Sound recorder

16.3 (i) costume designer

(ii) producer

(iii) director

(iv) production assistant

(v) cameraperson

Notes

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17

ADVERTISING – An Introduction

Sab Pade Sab Bade . Can you recall something?
You guessed it! Sarva Shiksha Abhiyan!

The Sarva Shiksha Abhiyan or the Education For All programme of the government of India.

See how easy it was to remember the name of this popular programme. This is the power of advertising.

Advertising is a public announcement to inform and persuade people to buy a product, a service or an idea.

An advertisement would include any notice, circular, label, wrapper or any other document or any announcement made orally, or by means of producing or transmitting light, sound or smoke.

Have you read about people using smoke signals to pass on messages?

Everyday, we see and hear hundreds of advertisements. Let us consider a few of them.

- Posters informing us about the latest Bollywood film to be released.
- Big hoardings telling us which toothpaste would give us the cleanest and strongest teeth.
- The RJ, or radio jockey, asking us to buy things from the big shop in the centre of the city for the most fashionable clothes..
- The huge wall carrying the name and address of the local beauty parlour, which will make even the most ordinary lady look as glamorous as a film star! Wouldn't you like to know more about this fascinating process?

In this lesson, you will learn about the creative world of advertising.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- trace the origin of advertising ;
- explain the history of the advertisement industry in India ;
- classify different kinds of advertisements based on the medium ;
- differentiate between various types of advertising.

17.1 ORIGIN AND DEVELOPMENT

Can you imagine two people with drums walking down the streets of Mohenjodaro, the city of the Indus Valley Civilization you read about in your history lesson in previous classes, shouting their own and other's messages? People would stop and listen , just as you do when you stop to read an advertisement on the road, or watch an advertisement on television! Then there used to be signs on shops or drinking houses to indicate the name of the shop or the shop owner. The highly urbanised cities of Harappa and Mohenjodaro employed signs to sell the many types of art and craft items that our ancient civilizations were famous for.

In the Indian subcontinent, during Emperor Ashoka's reign, stones or pillars were used for making public announcements.

There have always been advertisements of some sort or the other. The form of advertising for the transmission of information dates back to ancient Greece and Rome, when town criers, drummers and signs were used to carry information for advertising goods and services. Excavations in the ancient Roman town of Pompeii have shown evidence of some form of advertising.

One advertisement found in the Latin language reads as follows :

> *'A copper pot has been taken from this shop. Whoever brings it back will receive 65 cesterces. If anyone shall hand over the thief, he will receive an additional reward.'*

The ancient Romans painted notices of theatre performances, games, entertainments and public events on the walls of the busy centres of the town. Roman dairies had a sign outside with a goat on it and their schools had a picture of a boy being whipped. These signs were often used because many people could not read. Which sign will you use for a school? It was much later that public notices were placed in the 'Acta Diurna', a wall newspaper that provided daily news of politics in ancient Rome in 131 BC. Lost-and-found advertising on papyrus was common in Ancient Greece and Ancient Rome.

DID YOU KNOW?

- *Egyptians made sales messages and wall posters on papyrus-paper. Paper made from the papyrus plant by cutting it in strips, was used by ancient Greeks and Romans too.*
- *Commercial messages and political campaign displays have been discovered in the ruins of ancient Arabia.*
- *Wall or rock painting for commercial advertising is another example of an ancient advertising form, which is present to this day in many parts of Asia, Africa, and South America.*
- *The tradition of wall painting can be traced back to Indian rock-art paintings that date back to 4000 BC.*

Do you remember reading about handbills, posters and pamphlets in your first module on communication? Do you know that modern advertising was made possible due to the success of the printing industry? Handbills, posters, pamphlets and leaflets were printed in large numbers and distributed throughout the city, and also put up on walls in public places.

Advertising soon became a powerful tool to market the products produced in the factories - from safety pins to sewing machines. Newspapers began selling space to advertisements. Soon there was more advertisement than news!

DID YOU KNOW?

The first modern 'advertising agency' started operating around 1875 in the United Sates of America, when Mr N. W. Ayer and Sons of Philadelphia offered to produce advertisements and also to contract for space in newspapers.

The field of advertising was revolutionized with the advent of radio and television as popular media of communication in this century. While the press would cover only the literate population, the radio and television have widely covered both literates and non-literates. Television and radio remain the most popular media in urban as well as rural areas. During the 1990s, the arrival of satellite television and internet has resulted in significant changes in the field.

THINGS TO REMEMBER

Handbill	*A small sheet of paper carrying an advertisement message distributed by hand. Handbills are very often white, pink and yellow. Students and newspaper dealers do the work of distributing handbills.*
Poster	*A sign posted in a public place as an advertisement. A poster may carry only words, or it may have graphic images and photographs. A poster may be stuck on a wall with glue or fevicol.*
Leaflet	*A small book usually having a paper cover. It usually has very few and thin pages.*
Ad	*An advertisement is also called an ad.*

INTEXT QUESTIONS 17.1

1. Given below are a list of ancient civilizations. Relate them to the respective form of advertising that was used during that period.

i)	Harappa and Mohenjodaro	a)	stones or pillars for making public announcements
ii)	Emperor Ashoka	b)	drummers and criers made announcements
iii)	Greece and Rome	c)	used signs to sell arts and crafts
iv)	Egypt	d)	Acta Diurna -a wall newspaper
v)	Rome	e)	sales messages and wall posters on papyrus

Activity 17.1

Collect two samples each of a leaflet, poster and handbill.

17.2 ADVERTISING IN INDIA

The history of advertising in India parallels the history of the Indian Press. You would have learnt in the module on print media that the first issue of the first newspaper of the Indian subcontinent, was the 'Bengal Gazette' or the 'Calcutta General Advertiser', started by James Augustus Hicky on January 29, 1780. Did you know that it carried a few advertisements? During the early years the newspapers

announced births, deaths, appointments, arrival and departure of ships and sale of furniture. By the beginning of the 19th century the pattern of advertising revealed a definite change. Even the daily newspapers announced themselves through advertisements in existing periodicals. The power of advertising increased rapidly with the growth in trade and commerce.

Which newspaper does your family read? Does it have many advertisements?

By 1830, around three dozen newspapers and periodicals were being published on a regular basis from India. With the rise of new industries, advertising, even from British companies, increased. The growth of advertising in India is also linked to the Swadeshi movement (1920-1922), which gave impetus to Indian industries. Do you remember the names of some of the freedom fighters associated with the Swadeshi Movement? Mahatma Gandhi described Swadeshi as "a call to the consumer to be aware of the violence he is causing by supporting those industries that result in poverty, harm to workers and to humans and other creatures." Swadeshi Movement was an attempt to take economic power from the British by the use of domestic made products. Spinning the C*harkha* and wearing K*hadi* became a very powerful tool to fight the British government.

Let us now find out how modern Indian advertising developed. Do you know when the Indian advertising agencies started operating? The first Indian ad agency, the Indian Advertising Agency, was launched in the very early years of the 20th century. On the other hand, B Dattaram & Co, located in Girgaum in Mumbai and launched in 1905, also claims to be the oldest existing Indian agency! This was followed by the launch of the Calcutta Advertising Agency in 1909. By the 1920s a number of Indian agencies were working from the major Indian cities, the most important being the Modern Publicity Company in Madras, Central Publicity Service in Bombay and Calcutta and the Oriental Advertising Agency in Tiruchirapalli. In 1931, the first full-fledged Indian ad agency, the National Advertising Service, was established. During the post independence era, the advertising business was well on its way to growth and expansion. The Indian Society of Advertisers was formed in 1951 and in May 1958, the Society of Advertising Practitioners was established and advertising clubs came up in Bombay and Calcutta to promote higher standards of work.

Market research and readership surveys led to further professionalisation of the advertising industry. Television Rating Points, popularly known as TRP measurements, provided ad agencies with statistical data on consumer/ viewer likes and dislikes and helped them create effective media plans and ad campaigns. Do you know which television news channel has the highest TRP?

The introduction of multi-colour printing, improved printing machines and the development of commercial art gave the ad business a further boost. The advertising agencies expanded their services and this was due to the phenomenal growth in media. Besides selling space in newspapers and magazines, they began to offer art works, organization of fairs and exhibitions and market research.

SOME IMPORTANT YEARS IN ADVERTISING HISTORY

1780	*Modern advertising history began with classified advertising. Ads appeared for the first time in print in Hickey's weekly newspaper, the Bengal Gazette.*
	Newspaper studios trained the first generation of visualizers and illustrators to produce advertisements for the print media.
1905	*B Dattaram & Co, one of the early companies making advertisements for newspapers was launched in Mumbai.*
1920 – 1922	*Years of the Swadeshi movement*
1920 - 1929	*The first foreign owned ad agencies were set up.*
1931	*The first ad agency, the National Advertising Service was established.*
1951	*The Indian Society of Advertisers was formed.*

INTEXT QUESTIONS 17.2

1. Choose the correct alternative/s:

   i) Who began the first newspaper to be published from India?

      a) Mahatma Gandhi

      b) Bennett and Coleman

      c) James Augustus Hicky

      d) James Cameron

   ii) What is the name of the first ad agency established in our country?

      a) Ogilvy and Mather

      b) Indian Advertising Agency

      c) Modern Publicity Company

      d) India's Advertising Company

iii) What contributed to the rise of advertising?

a) Swadeshi movement

b) News agencies

c) New industries

d) Introduction of new printing technologies

iv) Name the powerful tool used to fight the British?

a) Khadi

b) Textile Industry

c) Advertisement industry

d) Newspapers

v) What do you understand by 'TRP'.

a) Television Reader Poll

b) Television Rating Poll

c) Television Rating Points

d) Television Rating Programme

17.3 CLASSIFICATION OF ADVERTISEMENTS ACCORDING TO VARIOUS MEDIA

There are different ways to categorise advertising. The most popular will be a classification based on the media of advertising.

Let us discuss about the different forms of advertisements found in media.

Print

This is one of the most popular forms of advertising. Print ads can have many forms - newspapers and magazine ads, bills, wall posters, banners, calendars. As we have discussed before, the rise of print advertising is linked to the rise of the newspaper industry. The installation and success of the first linotype printing machine by the Statesman in Calcutta in 1907 proved to be a great impetus to the industry. In a few years other newspapers too installed this machine. Printing became cheaper, quicker and better. The first ad agency was established around this time.

Print ads can be categorized as Classified and Display ads.

Classified ads provide valuable information in a very direct and often dry manner. They contain only basic facts. You must have read information about property

markets, shares, matrimonials, detective agencies, housing, births and deaths in the classified pages of most national dailies.

Display ads are bigger and take more space. They are often very colourful and contain attractive images. Glossy magazines usually carry many display ads.

Electronic

Electronic ads are usually more vibrant. They can be heard on radio and seen on television. The rise of the television industry was a great impetus to the advertising industry - so much so that very often people find ads more interesting than television programmes.

Did you know that a TV ad is also called a commercial? It is called a commercial because the company which advertises its product pays money to generate business through the advertisement.

Activity 17.2

List out some popular television commercials.

Electronic ads can also be displayed as text and image on big monitors and light boards. In big cities and metros, there are many text boards on traffic signals. These ads target people while they are waiting for the light to turn green!

Fig. 17.1: Electronic ad on a busy road

New media

If you have used a cell phone, you will be familiar with different ads asking you to download popular film songs or vote for your favourite candidate in a televison show! There is a new phase in advertising with the coming of the internet and popularity of cell phones. Computers and cell phones are becoming cheaper and more accessible. These are the new platforms of advertising for the 21st century. Do you think the ads that keep popping up on websites are annoying?

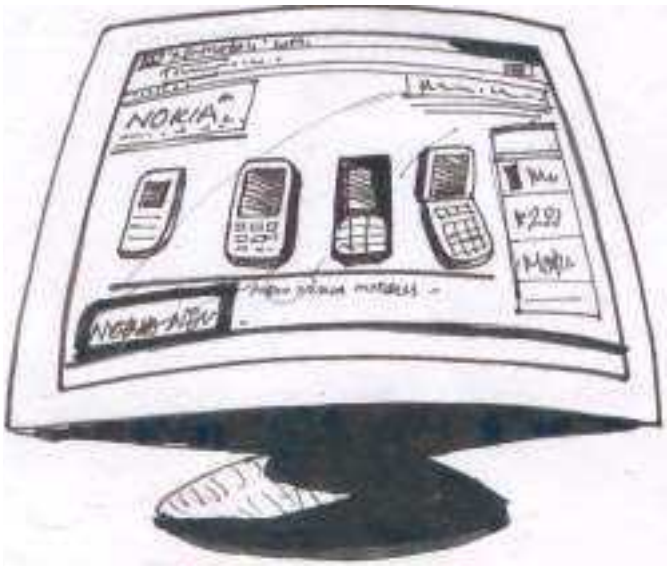

Fig. 17.2: Advertisement on a website

Activity 17.3

If you haven't seen internet ads, visit a cyber cafe if possible, and ask the computer operator to show you some ads.

Let us summarise what you have learnt about the classification of advertisements based on different media. Look at the table given below :

DIFFERENT MEDIA OF ADVERTISING

Print	*Electronic*	*Digital/ New Media*
Newspaper	Televison	Internet websites
Handbill	Radio	CD and DVDs of films and music
Poster	Cable Network	Cell Phones
Banner (paper, cloth)		
Pamphlet		
Brochure		
Leaflet		
Books		
Magazines		

Activity 17.4

If you haven't seen internet ads, visit a cyber café if possible, and ask the computer operator to show you some ads.

INTEXT QUESTIONS 17.3

1. What is classified advertising?
2. Why is 1907 an important year for the print industry in India?
3. What are the new platforms of advertising?

SOME ADVERTISING TERMS TO REMEMBER

Tagline

A tagline is a creative, often witty, ad slogan that helps people remember a particular product. Can you think of any popular taglines?

Brand

Brand is the name of a product or service that is very easily recognizable. People buy the product because of the brand name. Some famous brands are Dettol, Pepsi cola, Parle G, Hawkins pressure cooker, Bajaj scooter, Yamaha motorbikes, Cadburys chocolate, Ponds soap, Sunsilk shampoo, BandAid, Dalda, Hamam soap, Lifebouy soap.

Campaign

An advertisement campaign is a series of advertisement messages that share a single idea and theme which together make up an advertisement strategy for a product, service, or institution. Advertising campaigns appear in different media across a specific time frame.

An example of an advertsing campaign is the 'Jago Grahak Jago' (wake up, consumer) campaign initiated by the government of India to create consumer awareness and protect the rights of the consumer across the country.

Target audience

Target audience or target group is the primary group of people that something, usually an advertising campaign, is aimed at. A target audience can be people of a certain age group, gender, marital status, etc. (example: teenagers, females, single people, etc.) A certain combination, like men from twenty to thirty is often a target audience. Other groups, although not the main focus, may also be interested. Without knowing your target audience, advertising and the selling of a particular product can become difficult and expensive.

17.4 TYPES OF ADVERTISING

Advertisements can be categorized according to theme or content. Broadly speaking, there are four types:

Product Advertising

Have you seen how small children want to drink the same soft drink as their favourite cricketer and film star? This is the impact of product advertising and is the most common type of advertising as it is most easily identified.

A product is something produced in large numbers by human beings, machines or by a natural process.. Products advertised therefore range from fruits and vegetables to pickles and jams and scooters and cars.

The main focus of the ad in this case is the product and not the company or manufacturer. These ads usually have a playful approach. They are low on information about the product but are high on style. Ads of soft drinks, shoes, cars, cell phones and food products belong to this category.

Fig. 17.3 : Product advertising

Service Advertising

Here the focus is not on a factory manufactured item or product but a company providing a service. This could be a bank, the railways a call centre or travel agency. The ads usually show the company as a leading service provider in its particulars field.

Let us consider the example of the Indian Railways. In order to keep the public interested in the Railways and familiarize them with their services, advertisements are issued from time to time. You may look for these advertisements in the newspapers and the websites of Indian Railways.

Similarly, banks are found to advertise their saving schemes and loan facilities that they offer for buying homes and vehicles.

Can you think of other kinds of services, which are advertise?

Public Service Advertising

This is also called social service advertising or development advertising. Here the

focus is on issues that impact society on a larger scale, such as family planning, national integration, polio eradication, and pollution control. The main purpose is to create public awareness through hard-hitting direct messages. These ads do not sell products and services but ideas.

Let us take the example of the polio eradication campaign. Advertisements are issued through various mass media such as newspapers, radio and television to create awareness on polio eradication. This was to motivate parents to take their children for immunization and enable them to be given polio drops.

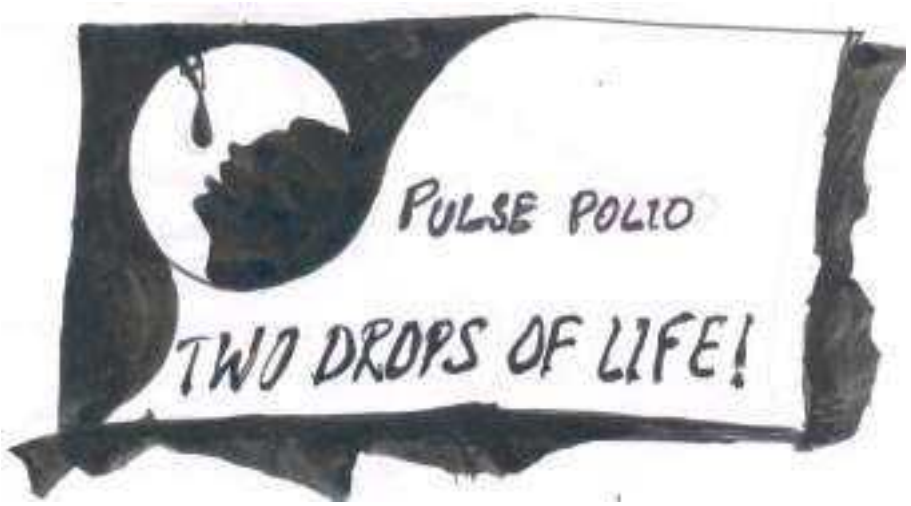

Fig. 17.4 : Public service advertising

Institutional Advertising

These ads are directed at creating a good public image of a company. The ads focus on the organization's work in areas of research, development and quality control. Often the ads concentrate on the social work done by the company by its sponsorship of educational, cultural and sports events. The purpose of these ads is to sell a positive image of the company rather than a product manufactured by the company.

The TATA Steel ads in the 1980s with the tag line – 'Ispat bhi hum banate hain' or` we also make steel', is a good example of institutional advertising.

INTEXT QUESTIONS 17.4

1. Sort out the following examples in the categories of product advertising, service advertising and public service advertising.

   i) cars

   ii) life insuarance

iii) postal services

iv) hospitals

v) pollution control

vi) shampoo

vii) family planning

viii) airlines

ix) soft drinks

17.5 SOME POPULAR ADVERTISEMENT SLOGANS

SAIL [Steel Authority Of India Ltd]
There's A Bit Of SAIL In Everybody

DELHI POLICE
With you, For you, Always

INCREDIBLE INDIA
Celebrate Rajasthan !

ENCHANTING TAMILNADU
Experience Yourself !

KARNATAKA
One State,. Many Worlds.

BSNL (Bharat Sanchar Nigam Limited)
Connecting India

HANDLOOM MARK
The Assurance of Real Handloom Creations.
India's Rich Heritage. Use handloom products with pride.

INDIAN OIL XTRA PREMIUM
The best your vehice can get.

DELHI 2010 XIX COMMONWEALTH GAMES
Come Out And Play

ONGC (OIL AND NATURAL GAS CORPORATION)
making tomorrow brighter

SARVA SHIKSHA ABHIYAN *(Education for All)*
Sab Pade Sab Bade

PULSE POLIO CAMPAIGN -PULSE RAVIWAR
Two drops of life

17.6 WHAT YOU HAVE LEARNT

→ Forms of advertising in ancient civilizations

- people with drums shouting messages
- stones and pillars making public announcements
- wall painting
- rock painting
- messages and wall posters on papyrus (paper)

History of advertising in India

- advertisements in the first newspaper 'Bengal Gazette'.
- swadeshi movement
- modern advertising agencies

Classification of ads according to various media

- print – newspaper, handbill, poster, banner, pamphlet, brochure, leaflet, books, magainzines.
- electronic – television, radio
- new media – internet websites, cell phones, CDs and DVDs of films and music

Types of advertising

- product advertising
- service advertising
- institutional advertising
- public service advertising

Advertising terms

Popular advertisement slogans

17.7 TERMINAL QUESTIONS

1) Describe the various forms of advertising which existed in the ancient world. How are they different from modern methods of advertising ?

2) Write short notes on the following:

   a) Origin of advertising

b) Tagline

c) Brand

3) Compare the process of advertising in the print, electronic and new media.

4) Differentiate between product, service, institutional and public service advertising?

17.8 ANSWERS TO INTEXT QUESTIONS

17.1 1. i) (c)
ii) (a)
iii) (b)
iv) (e)
v) (d)

17.2 1. i) (c)
ii) (b)
iii) (a), (c), (d)
iv) (a)
v) (c)

17.3 1. Classified ads provide valuable information in a crisp, direct and precise manner.

2. The year 1907 is important because of the installation and success of the first linotype printing machine by the Statesman in Calcutta.

3. Internet and cell phones.

17.4 1. i) product advertising
ii) service advertising
iii) service advertising
iv) service advertising
v) public service advertsing
vi) product advertising
vii) public service advertising
viii) service advertising
ix) product advertising
x) service advertising

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18

ADVERTISING INDUSTRY

Which toothpaste do you use? Have you seen its advertisement? If there was no advertising, how will you know that this brand of toothpaste is being sold in the market? Ads provide us with information about new products. Advertising as a medium of information can be very powerful. However wrong advertising can reduce the sales of a product. Are there any ads that you find annoying? In this lesson, you will learn more about the world of advertising and what makes a good ad campaign.

OBJECTIVES

After studying this lesson, you will be able to do the following :

- explain the principles of advertising;
- identify key concerns in advertising planning;
- list the guidelines governing the ad industry;
- describe the main components in the structure of an ad agency;
- differentiate between advertising and public relations.

18.1 PRINCIPLES OF ADVERTISING

Do you like going to the markets? People often like to buy new things but advertisers and ad agencies believe that customers have needs and desires, which are fulfilled through sale and purchase of goods. Do you like watching/ reading ads? Do you know that a lot of thought goes into creating even a small advertisement?

There are some basic principles that all ad producers keep in mind when creating an advertsement.

People have some basic needs – physiological, safety, love, esteem and self –

confidence. Advertising keeps these needs in mind and appeals to emotions of envy, fear and anxiety about one's status and appearance.

The key principle is to gain the attention of the consumer . This can be done by working with size, colour, visualization, slogan etc.

Fig 18.1

The ads stimulate desire. They try to make people want the special product that is being advertised. They make you feel special, exclusive or 'cool'.

Activity 18.1

Make a list of 10 ads that make the reader/ viewer/ listener desire the product being advertised.

The ads also impart conviction. They put on a show of certainty and surety.

For example, the ad might say that , if you use Fairglow fairness crème, you will be successful!

SOME IMPORTANT ADVERTISING TERMS TO REMEMBER

Jingle

A jingle is a rhyming song used to advertise a product. These can be traced back to 1923 around the time commercial radio came to the public.

Spot

A spot is an advertisement on audio/visual mediums such a television, radio, cinema or cable television.

Consumer

A consumer is a person who uses any product or service.

INTEXT QUESTIONS 18.1

1. Match the following sentences :

i)	classified ads	a)	person using a product or service
ii)	display ads	b)	advertisement on audiovisual mediums
iii)	consumer	c)	direct but dull.
iv)	jingle	d)	bright and catchy
v)	spot	e)	rhyming song used to advertise a product.

Activity 18.2

Do you remember the ad jingle for Bajaj bulbs?

Jab main chota bachcha tha,
bari shararat karta tha.
Meri chori pakri jati,
Jab roshan hota Bajaj.

Now make an ad jingle for a new brand of tubelights.

18.2 PLANNING AN ADVERTISEMENT

Which is your favourite ad medium? Is it print, audio or video? How do you think an ad is created? In this section, we will see how an advertisement is planned. Since the cost of making an ad is very high, it is very important for ad agencies to plan the ad campaigns well.

Some key questions such as the following are to be kept in mind.

- Why does a company need to advertise? Does the company want more people to buy a product; does the company want a good public image or does the company want to introduce a new product?
- Who is the target group for the ad? Is it school going children, teenage boys and girls or office going women ?
- What message is to be conveyed through the ad? Is it that the product is the best in the market? Is it that the product is the cheapest? Or is it that a film star uses the product and so it is stylish to use the product?

Fig. 18.2 : Product campaign

- Where is the target group located? Does one need to reach them through print or radio or television? Do they live in metros, big cities, towns, or villages?
- How will the ad agency reach this public, the target group? Will it be through a big ad campaign through FM radio? Will it be television, or will it be language newspapers?
- When and for how long will the ad campaign run? Will it be for 6 months, 3 months or a week?
- How long should an individual ad be? One minute, 30 seconds or 10 seconds?
- What should be the language of the ad? Will it be English, Hindi, regional languages or a mix of several languages?
- What kind of visuals (people/ objects) should be used in making the ad? Will it be very glamorous people; will it be middle class housing? Or will it have foreign locations?

INTEXT QUESTIONS 18.2

1. List five points to be kept in mind while planning an ad campaign.

   i)

   ii)

   iii)

   iv)

   v)

18.3 GUIDELINES FOR ADVERTISING

Are there ads that make you uncomfortable? Do you think that sometimes ads are not completely true? There are some important guidelines laid down for ad makers and should be kept in mind when producing an advertisement.

- Ads on cigarette, bidis and other tobacco products, alchoholic drinks and other intoxicants cannot directly endorse the product.
- The ads on aerated water (soft drinks) should contain a declaration that it contains no fruit juice/ fruit pulp and is artificially flavoured.
- Medicinal products need to get the script approval of the Drugs Controller before broadcast.
- Ads cannot contain any exaggerated, exceptional or misleading claim.
- Ads need to conform to the Constitution of India and cannot offend the morality, decency and religious beliefs of people.
- Ads cannot be insulting of any race, caste, colour, creed or nationality.
- Ads cannot provoke people to violence, crime or cause disorder.
- Ads cannot present criminality as desirable or admirable.
- Ads cannot adversely affect friendly relations with a foreign state.
- Ads cannot be presented as news.
- Ads cannot portray women as passive, weak or submissive.

INTEXT QUESTIONS 18.3

1. State whether the following statements are true or false:

   i) Ads about medicinal products need to get the script approval of the Films Division before broadcast.

   ii) Ads should provoke people to violence and crime.

   iii) Ads are news.

   iv) Ads cannot contain any exaggerated, superlative or misleading claim.

   v) Ads can portray two men as passive, weak or submissive.

   vi) Companies can show bidi and tobacco ads on television.

   vii) Ads cannot be insulting of any race, caste, colour, creed or nationality.

   viii) Ads can promote lying and cheating.

Activity 18.3

- *Make an ad breaking the guidelines mentioned above. Keep the following in mind:*

  It should be selling a consumer product like tea, washing powder, toffee, oil, crème, soap etc.

  Make a slogan or tagline. Make a jingle.

  Enact the ad before your family or friends.

- *How do you feel after creating such an advertisement?*

18.4 ADVERTISING AS A CAREER

Advertising field offers a range of interesting careers – from executive work to one with a more creative dimension such as copywriters and visualizers. A career in advertisement is quite glamourous and at the same time challenging with more and more agencies opening up every day. Whether it's products, companies, personalities or even voluntary organizations, all of them use some form of advertising in order to be able to communicate with the target audience.

Advertising offers different career paths:

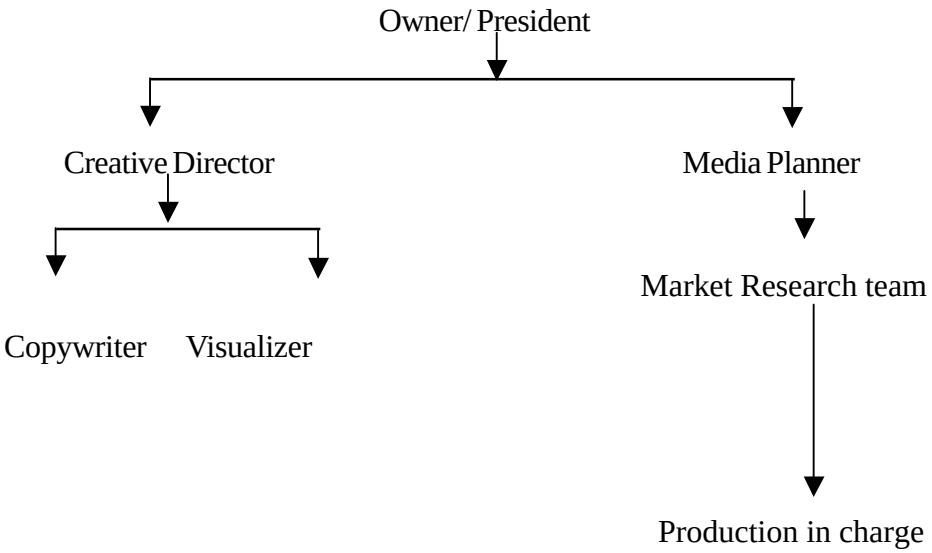
- People can join a television company, a radio station, a newspaper or magazine and sell time or space to companies who want to advertise their products or services.
- They can join a manufacturing company and work as Brand Managers.. Brand managers plan, develop, and direct the marketing efforts for a particular brand or product.
- People can work with an advertising agency.

Let us study the structure of an ad agency.

STRUCTURE OF AN AD AGENCY

An ad agency employs people with various skills.

Given below is the structure of a small ad agency.



DID YOU KNOW?

COPY: This is material (texts, songs, slogans etc. written by copywriters. The main purpose of this material is to encourage consumers to buy goods or services being talked about. A good copy becomes an important aspect of a successful ad campaign.

Some key jobs:

- **Creative director**

  This is a senior position in an ad agency. The creative director coordinates the copywriting and designing and has to supervise the production of the ad.

- **Copywriters**

  Also called wordsmiths, copywriters produce the wording of an advertisement. All the witty, sometimes emotional and touching taglines, slogans, jingles, and dialogues of famous ad campaigns are written by these hardworking and creative copywriters.

Do you recall the Dhara oil advertisements?

'Dhara dhara – shuddh dhara…' This ad became very famous for its text messages and images even among non Dhara users. Besides being bright and talented, copywriters have a flair for languages. They are good with producing emotion through words.

- **Visualizers**

They are artists who create images based on what the copywriter has created. Visualizers may work with graphics, images, photographs, moving image and sound. To put it simply, the visualizers design the ad. Which is your favourite ad these days? What is it about the visualization that you like?

- **Freelancer**

A freelancer is a person who works independently for people and has no long-term contract with any organization. In an ad agency, they can work as copywriters, jingle writers, radio announcers, artists, visualizers, technical writers etc.

- **Production- in- charge**

This person heads the Production department, the section which employs people with diverse talents. Persons skilled in printing technology, desktop publishing (DTP) technology, photography, typography, videography, and video and sound editing work in this department.

- **Media planner**

This person prepares and allocates the budget for the ad. She selects the media, decides the frequency, size and position of an advertisement. She is helped by the market research team from the ad agency or research undertaken by an independent outside agency.

- **Market research**

Have you seen people who often visit other people's homes and want to know which television the family uses or which soft drink they prefer to consume. They are from the market research wing of a company, often an ad agency. Market research is the process of systematically gathering, recording and analyzing data and information about customers. The information about customer likes and dislikes helps in creating an ad campaign, launch a new product or service, improve existing products and services and expand into new markets. Market research can be used to determine which part of the population will purchase a product/ service, based on variables like age, gender and income level.

INTEXT QUESTIONS 18.4

1. Choose the correct alternative:

   i) What does a copywriter do?

      a) makes photocopies of the ads.

      b) writes the main slogan, taglines and dialogue of the ad.

      c) uses the typewriter.

   ii) Who heads the ad team?

      a) Creative director

      b) Market researcher

c) Copywriter

d) Film director

iii) Who is a freelancer?

a) Someone who works independently and has no permanent employment with one organization and gets paid according to the work done, rather than a monthly salary.

b) Someone who works for free.

c) Someone who works independently in a permanent job with monthly salary and Provident Fund.

d) Someone who has a lot of free time in office.

iv) Who is a media planner ?

a) one who selects the clients

b) one who selects the advertising media

c) one who selects the ad egency

d) one who selects the research team

v) Who is a visualizer ?

a) one who designs the ad

b) one who writes the text for the ad

c) one who helps in the production of the ad

d) one who prepares the budget for the ad

18.5 DIFFERENCES BETWEEN ADVERTISING AND PUBLIC RELATIONS

As we have seen, advertising is not a 'mass media' as such. Neither is public relations. They are not like other media of mass communication like television, radio, cinema, press and folk media. They are not mediating technologies but are means to get a message across to potential consumers. You will be studying in detail about public relations in your next lesson. However, as an introduction, so as not to confuse advertising with public relations, lets look at the differences

between these two:

Advertisement	Public relations
• Advertisement is paid for	• Public relations (PR) is not paid for directly.
• Advertisement is direct and explicit.	• PR is subtle and indirect.
• People will know immediately what is being advertised and who is behind the advertisement.	• People may not immediately know who is behind the PR exercise but in PR community service campaigns, the company's name is publicized.

INTEXT QUESTIONS 18.5

1. State whether the following statements are true or false:

   i) An advertisement is usually direct and explicit.

   ii) Public relations stand for Press Report.

   iii) Public Relations involves direct advertising.

   iv) A spot is a rhyming song used to advertise a product.

   v) Public relations is not paid for directly.

18.6 WHAT YOU HAVE LEARNT

→ Principles of advertising

- basic needs of the consumer
- grab attention of the consumer
- advertising terms

Important concerns in planning an advertisement

- target group
- medium to be used
- length of the ad
- duration of the ad campaign
- language of the ad
- visuals to be used

→ Advertising industry

- structure and functions
- guidelines
- career options
- copywriters
- visualizers
- freelancers
- media planner
- brand managers
- market researchers

Difference between advertising and public relations

18.7 TERMINAL QUESTIONS

1) Explain the important principles of advertising.

2) What are the key guidelines for good advertising?

3) Describe the structure and functions of an ad agency?

4) Differentiate between advertising and public relations.

18.8 ANSWERS TO INTEXT QUESTIONS

18.1 1. i) (c)

ii) (d)

iii) (a)

iv) (e)

v) (b)

18.2 1. i) location of the target group

ii) medium to be used

iii) length of the ad

iv) language of the ad

v) visuals to be used

vi) any other

18.3 1. i) False
ii) False
iii) False
iv) True
v) False
vi) False
vii) True
viii) False

18.4 1. i) (b)
ii) (a)
iii) (a)
iv) (b)
v) (a)

18.5 1. i) True
ii) False
iii) False
iv) False
v) True

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19

PUBLIC RELATIONS – AN INTRODUCTION

In your first module, you have learnt that communication, in one form or another, plays a significant part in our daily lives. We use it all the time, often without realizing it, depending on our needs or desires at that moment.

Let us consider a situation where a school going child is leaving home to catch a bus to reach school. What does the child look for? Yes, you are right. The bus stop. This is often found in the form of a shelter with bus routes/ numbers indicated on a board for the convenience of passengers.

Let us take another example: the sign boards you find on the roads give you directions on how to reach a particular place. Imagine how difficult it would have been without these sign boards.

These are all common examples of communication exercises for the benefit of the public.

In this lesson, you will learn about the definition and evolution of public relations and about different types of public relations.

OBJECTIVES

After studying this lesson, you will be able to do the following :

- state the meaning of public relations ;
- explain the purpose of public relations with examples;
- trace the evolution of public relations;
- discuss the government public relations structure and strategy;
- differentiate between different areas of public relations.

Notes

19.1 CONCEPT OF PUBLIC RELATIONS

Let us first try and understand the meaning of the term 'public relations'.

You have already learnt that communication is a two- way process where messages and information sent are just as important as those that are received. The same applies to public relations. It is all about communicating with others, either through the spoken word or written word, or by using a visual or some other means.

Communication and public relations are linked to each other and play an important role in a wide variety of ways throughout our lives.

You have learnt in the first module that we can communicate by merely looking, by speaking, by our posture or by our actions. Communication, if used properly, can be used to inform,educate, reassure, evoke sympathy of situations as and when they occur.

Thus we can say that:

Public relations involves:

i) a two way communication process between an organisation and its public

ii) communication with a view to changing the mindsets of the public in a certain direction

We can therefore define public relations as a form of communication used to persuade or influence people using ethical means.

ethical : correct

It is important to understand that communication here,i.e.in public relations is a receiver phenomenon. It is controlled not by the sender but rather by the receiver or, in other words, the audience. For e.g. if the speaker is gifted and delivers a speech effectively in Hindi but the audience does not understand Hindi, no real communication takes place.

Therefore, the most important aspect of public relations is to focus on the 'key public' or in other words, the people who will receive the communication. Let us consider the following list of products/services and public who use these products/services.

Product / Service		Public
Hospitals	⟷	Patients
Merchants	⟷	Customers
Schools	⟷	Students
Television	⟷	Viewers

Radio ⟷ Listeners

NIOS textbook on ⟷ Learners like you

mass communication ⟷

In the above list, you will find that the target group or public that a hospital has to focus on are the patients. Likewise, merchants have to address customers, schools, their students, television its viewers, radio its listeners and NIOS its learners.

You will find that the desires, interests and needs of each of the above target public are different. 'Understanding' these differences and communicating in an 'effective' manner is a vital skill of public relations. The key words here are 'understanding' and 'effective'. The public relations situation is an effort to win the support of the public by addressing their wants, interests and needs rather than your own.

The sign boards that you find on the roads is a simple example of public relations.

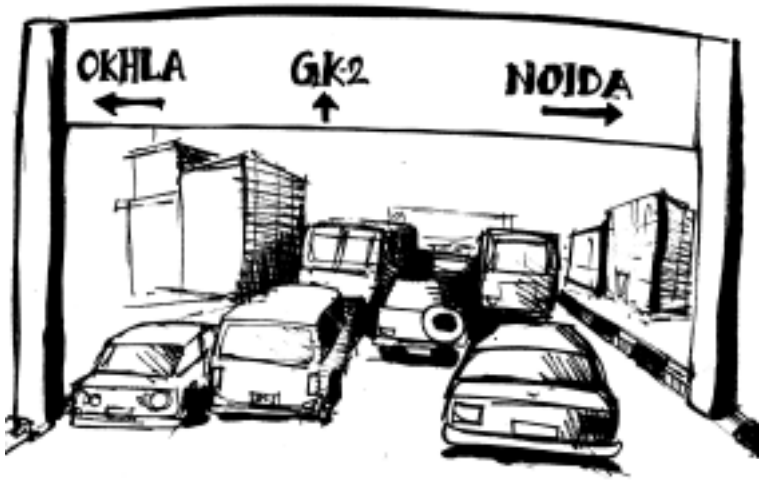

Fig. 19.1: Sign boards

Thus in public relations, we can say that the process of communication involves the following three progressive levels:-

AWARENESS - The message should reach the public.

ACCEPTANCE - The public should agree with the message.

ACTION - The public should act or interact accordingly.

To understand this, let us take the example of a television advertisement on a new brand of washing powder. Some of the viewers are found to be convinced about the quality of the new product. So they take a decision to buy the product and try it out.

We can simplify this further to say that :

Public relations is the result of what you do, what you say and what others say about you.

For example, while you are shopping, your manner towards the sales persons and the way they respond to you can make the difference between an actual sale happening or not.

Similarly, while appearing for an interview, the first and most important impression that you give is made on entering the room, through how you look, your dress, your manner, your attitude and how you speak.

Activity 19.1

While taking a walk in the evening, go to your nearest supermarket and find out if any public relations activity has been launched to sell a product. Write a few lines about your observations and experience.

INTEXT QUESTIONS 19.1

1. Fill in the blanks with the most appropriate word from those given in brackets:
   i) _____ and public relations are linked to each other. (advertising, communication, television)
   ii) Public relations is a _____ controlled phenomenon. (sender, receiver, message)
   iii) The most important aspect of public relations is to focus on the _____. (product, public, service)
   iv) Public relations is a _____ way communication process between an organistaion and its public. (one, two, three)
   v) The target group that a political meeting has to focus on are the _____. (counsumers, patients, voters)
2. Define the term' public relations'.

19.2 EVOLUTION OF PUBLIC RELATIONS IN INDIA

Now let us see how public relations evolved in India.

You must have read stories about kings who went around in disguise to see for themselves what the people felt about their administration. The Arabian tales relate how the celebrated Sultan Haroon-Al-Rashid used to wander about every night in disguise to see for himself as to what the people really felt about his administration.

Professional bards were invited to sing the glory of kings and queens.

There were people who reported to kings about popular feelings and views. In

the Ramayana there is a character called Bhadro who used to report to Rama about popular feelings and perceptions.

All these are examples of public relations which existed in one form or another in ancient India.

All our religious teachers from Gautama Buddha to Sankaracharya to Nanak and Kabir communicated in a language which the common people found easy to understand. They were all master communicators.

Bards - musicians

Another outstanding example of a master communicator is that of Mahatma Gandhi who succeeded in bringing the entire country together to achieve independence.

All of them preached in a language which was understood by the masses with a view to changing their mindset in a particular direction.

Spiritual leaders like Baba Ramdev and Sri Sri Ravishankar have also been successful in developing a huge mass base consisting of their followers by their simple and direct approach.

DID YOU KNOW?

King Ashoka sent his own children to Sri Lanka to spread the message of Buddhism. From his angle, his daughter Sanghamitra was the first woman public relations executive in history.

However, a systematic practice of public relations in India began with the INDIAN RAILWAYS in the 1920s. They utilized public relation activities such as exhibitions, festivals and advertising in newspapers, both in India and England, to attract tourists to India.

19.3 GOVERNMENT PUBLIC RELATIONS STRUCTURE

In a democracy like India, you will agree that popular support is required for the government to exist. The government therefore has to inform, motivate, change the attitude and finally seek support from the public to achieve its objectives.

Let us find out why it is essential for the government to keep the public informed about its plans and programmes and how this is achieved.

During the first World War (1914-1918), the Government of India set up a Central Publicity Board. This was the first organised PR/Information set-up of the Government of India. It was renamed as Central Bureau of Information, and afterwards renamed as Bureau of Public Information, and functioned as a link between the Government and the Press. One of the items on its agenda was to find out where the action of the Government was criticised. In today's parlance, we call it "feedback".

After Independence, in 1947, the Government of India set up the Ministry of Information and Broadcasting, employing professionals to look after the function of public relations.

Now let us trace the broad sectors of this Ministry

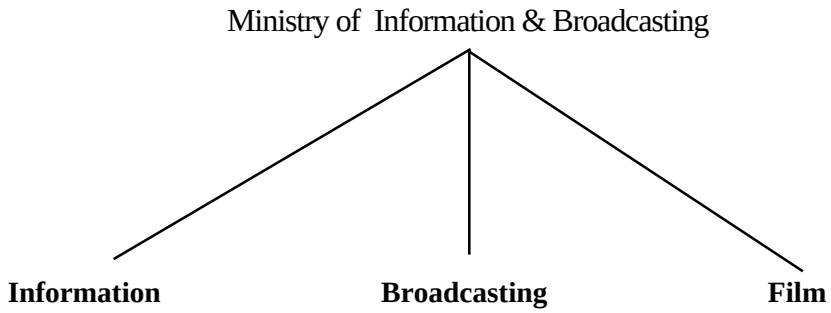

Fig. 19.2

You must also know that there are specialised units in this Ministry which handle the public information of the government of India. They are called 'media units' and inform people about the plans and programmes of the government.

- All India Radio (AIR)
- Doordarshan Kendra (DDK)
- Films Division (FD)
- Press Information Bureau (PIB)
- Registrar of Newspapers on India (RNI)
- National Film Archives of India (NFAI)
- Indian Institute of Mass Communication (IIMC)
- Photo Division
- Film and Television Institute of India (FTII)
- National Film Development Corporation (NFDC)
- National Centre of Films for Children and Young Persons (NCFCYP)
- Directorate of Film Festivals
- Publications Division
- Directorate of Film Publicity
- Directorate of Audio-Visual Publicity
- Song and Drama Division
- Research and Reference Division

You must understand that the above media units specialize in the use of a particular means of communication to convey information to the public.

To achieve this, a wide variety of media like the press, advertisements, performing arts, group discussions, books, television, radio and films are used.

A look at the chart given below will tell you about the type of mass medium used by each of the above media units for their functions.

Media Unit	*Mass medium used*
1. AIR	radio
2. DDK	television
3. FD	film
4. PIB	print
5. RNFI	print
6. NFAI	film
7. Photo Division	photographs
8. NFDC	film
9. NCFCYP	films
10. DFF	films
11. Publications Division	print
12. Directorate of Field Publicity	film, out door media
13. DAVP	print, radio, television, outdoor media, exhibitions
14. Song and Drama Division	drama, folk songs, ballets

Details about some of the government media units are given below: -

a) PRESS INFORMATION BUREAU (PIB):

As the name suggests, this organization gives official information to the press on the print media. The officials of this media unit regularly issue press releases on various activities/developments and news regarding a particular department. Every ministry has a separate information officer who provides information to the PIB. The head of PIB, the Principal Information Officer (PIO) is the official spokesperson of the Government of India.

b) DIRECTORATE OF ADVERTISING AND VISUAL PUBLICITY (DAVP):

The DAVP is responsible for all media publicity and campaigns for the Central Government. It also releases advertisements to various media like newspapers, magazines, radio and television for central ministries and departments.

c) PHOTO DIVISION:

The job of the Photo Division is to take photographs on various aspects of the government and make these available to the media. For example, if anyone wants an official photograph of the President, the Photo Division provides this.

d) FIELD PUBLICITY UNIT:

Publicity of various government programmes and projects is provided by the

Field Publicity Unit. They organize exhibitions and melas and also bring out other publicity material.

e) SONG AND DRAMA DIVISION:

Making use of music, drama and folk/traditional media, this unit gives publicity to various government programmes. There are performing artists who carry out these activities in all parts of the country.

f) FILMS DIVISION:

This division makes publicity films of the government It also brings out newsreels for exhibition in commercial cinema halls across the country in different languages.

g) RESEARCH & REFERENCE WING:

This wing provides supporting material to various ministries based on research.

EXTERNAL PUBLIC DIVISION

The Ministry of External Affairs has a separate unit to handle media and publicity, with an official spokesperson. This division is popularly known as the XP Division.

Activity 19.2

Make a list of advertisements appearing in any newspaper and find out how many of these have been released by the government over a period of one week.

As we have seen in the case of the Central Government, every state government has a public relations department which disseminate information to their public through their media units. However, the structure is less complex and need based..

Each State has a Directorate of Information and Public Relations which carries out its functions with the help of Field Publicity Officers.

INTEXT QUESTIONS 19.2

1. Give two examples of public relations which existed in ancient India.
2. Name any five media units of the Ministry of Information and Broadcasting and indicate the type of mass medium used by them.

Media Unit	Mass Medium
i)	
ii)	
iii)	
iv)	
v)	

19.4 TYPES OF PUBLIC RELATIONS

You have studied in the earlier section that public relations is a multi-faceted activity involving different organisations and different publics.

But what is the purpose of public relations in these activities? Let us list them.

i) to educate certain audiences on the advantages of a product

ii) to promote goodwill for the organisation

iii) to create, maintain, protect and build the reputation of the organisation

Now let us study some of the specific areas of public relations.

PRODUCT PUBLIC RELATIONS

When you go to the market, you must have come across new products such as soaps, shampoos, detergents displayed in an attractive manner in shops.You may have also noticed a salesman or saleswoman describing the advantages of new products in the market.

What do you understand from all this?

These are public relations exercises to launch or introduce new products and encourage people to buy them by:

i) creating an awareness about their existence

ii) by differentiating them from similar products in the market.

This is often done by giving samples of the product for use by consumers or by offering a discount on the product. Have you ever been offered samples of products by salespersons?

Fig. 19.3: Product demonstration

Similarly, consumers can be reminded about the existing products in the market, such as a particular brand of tea or coffee powder

In product public relations, the following methods are used to launch or promote products:

i) organizing special events

ii) exhibitions

iii) window display

iv) media events such as press conferences

v) distributing printed material such as pamphlets and brochures

You will learn about some of these methods in the next lesson.

Fig. 19.4: Window display

EMPLOYEE RELATIONS

You have learnt that employees are one of the most important publics of a company . It is therefore important for any company to earn the goodwill of the employees and uphold its image and reputation among its employees.

How is this achieved?

This is done with the help of communication devices used to improve employer–employee relations.

Let us list some of them..

- newsletters giving vital information on the activities of the company
- bulletin boards displaying and appreciating the performance of employees
- organizing special events like picnics for employees and their families
- providing incentives, like cash prizes or gifts, for employees
- opportunities to continue education for employees and their family members

GOVERNMENT AND POLITICAL RELATIONS

Elections are held to choose representatives of people to run the government. This is done by a process of voting in which the people participate.

Let us see how public relations is utilized for political purposes to attract votes.

In order to gain the confidence of the people and persuade them for their votes, campaigns and meetings are organized.

Fig. 19.5: Political rally

You have seen public meetings being held in your locality where leaders talk about the achievements of their political party and encourage people to vote for them.

rally : public meeting

Posters and hoardings are erected at public places to attract the attention of the public.

Fig. 19.6: Election poster

Several schemes are announced for the benefit of the public such as the sale of essential commodities like rice and wheat at affordable prices through the public distribution system, educational concessions for children etc.

COMMUNITY RELATIONS

Banks, big business houses and media organisations organize programmes for establishing good community relations. This is a form of public relations used by these organisations to gain the goodwill of the community in which they operate. Let us see what type of programmes are taken up by such organisations.

- maintaining well developed parks in residential areas
- cleaning and beautification drive involving the local community
- setting up charitable dispensaries
- sponsoring events such as cricket matches
- setting up public libraries
- raising funds in the case of natural calamities such as floods, earthquakes etc.

INTEXT QUESTIONS 19.3

1. Name any two methods/ communication devices used in the following types of public relations :

   i) product public relations

ii) employee relations

iii) community relations

19.5 WHAT YOU HAVE LEARNT

→ Concept of Public relations

- definition
- PR a two way communication process
- Products/ services and public

Evolution of public relations in India

- public relations in ancient India
- public relations in modern times

Government public relations structure

- Ministry of Information and Broadcasting
- Media units

Types of public relations

- product relations
- employee relations
- government and political relations
- community relations

19.6 TERMINAL EXERCISE

1. Describe the term 'public relations' with adequate examples.
2. Explain the following:
   i) evolution of public relations in India
   ii) structure of the government public relations structure
3. Write short notes on the following:
   i) product relations
   ii) employee elations
   iii) community relations
   iv) government and political relations

19.7 ANSWERS TO INTEXT QUESTIONS

19.1 1. i) communication ii) receiver iii) public iv) two v) voters

2. Refer to Section 19.1

19.2 1. Refer to Section 19.2

2. Refer to Section 19.3

19.3 1. Refer to Section 19.4

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PUBLIC RELATIONS – TOOLS

You have learnt in your earlier lesson that public relations is all about communicating effectively with the publics. But how is this managed ? This is done with the help of different channels of communication.

Have you come across the following:

- speeches delivered by experts
- small sheets of paper distributed with your daily newspaper
- advertisements on radio and television
- huge display boards along the roadside giving information about a particular product
- places where several products are displayed and sold..

These are examples of the different formats that are used in public relations.

What are these formats?

These include oral communication, printed word, broadcast messages, and exhibitions. In other words, these are the different tools used for communication in public relations.

In this lesson, you will learn about these tools and how exactly they enable the process of public relations.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- explain the meaning of PR tools ;
- identify the different PR tools ;
- describe oral communication ;

- classify different forms of printed communication ;
- state the importance of print and broadcast media as PR tools ;
- list the various forms of outdoor media ;
- state the significance of other forms of media in PR.

20.1 PR TOOLS

You have already learnt that the basic goal of public relations is:

- to attract public attention
- win belief
- achieve understanding and
- earn goodwill.

But how is this achieved. Let us answer this question.

You already know that in the process of public relations, any message is used to target a particular audience. Let us take the example of a school principal who has to address her students before their exams. She will have to prepare her talk effectively so that the students feel encouraged and motivated.

Consider the example of another message appealing to the public to participate in a campaign to keep the city clean. This may be broadcast through radio or television.

A website can also be used to provide information. You may try looking up the website of a university which gives vital information on the courses offered, procedure for applying for the course and so on.

All these are examples of tools or techniques used in public relations.

Let us now broadly classify the PR tools used to communicate to the public.

– Oral communication
– Printed and graphic communication
– Print media
– Outdoor media (electronic displays, hoardings, posters)
– Broadcast media (radio, television, films)
– Other media (websites, endorsements, exhibitions)

20.2 ORAL COMMUNICATION

You may recall what you have learnt about interpersonal communication in the first module. It is a two way communication.

Let us consider the example of a conversation between a student and a teacher: The student has not done well in her exams and the teacher wants to talk to her to find out the reason for her failure in the exam. The student is given an opportunity to express her problems and the teacher tries to console her and guide her so that she can do better in the next exam. This is an example of oral communication between a student and a teacher.

Oral communication is similar to interpersonal communication where there is a two way communication. This is also called face to face communication or person to person communication. This was the only form of communication when there were no means of modern communication.

Oral communication is a an effective PR tool which allows for questions and clarifications.

SPEECH AND INTERVIEW

You must have heard or seen the Prime Minister or President addressing the public on special occasions like Independence Day through the radio or television. Have you found their talk impressive? What have you learnt from their messages?

This is an example of a speech which is a primary form of oral communication. A good speech helps in effectively communicating to the public. If the speech is delivered before a live audience, it provides an environment for a two-way communication.

Fig. 20.1: Speech

You must have heard of the term 'interview'. You may even have heard or seen an interview with a film star or cricketer on radio or television.

Now let us understand what the term 'interview' means. Interview is another form of oral communication where you find one person asking questions and

the other answering them. The former is called an interviewer and the latter the interviewee. In this method, the interviewee gets an opportunity to impress the audience, fulfilling one of the goals of public relations.

Fig. 20.2: Interview

INTEXT QUESTIONS 20.1

1. Fill in the blanks with the most suitable word given in the bracket.
   i) Oral communication is also called ————communication. (face to face, interpersonal, intrapersonal)
   ii) —— is an example of oral communication. (speech, website, poster)
   iii) The basic goal of public relations is to ———— the public. (distract, offend, attract)
   iv) ———— is a form of oral communication involving questions and answers. (speech, interview, campaign)

20.3 PRINTED AND GRAPHIC COMMUNICATION

- **Fliers**

Have you come across single printed sheets of paper that are distributed along with your daily newspaper? You find that these give information about summer classes for children during school vacation, eating places in the neighbourhood, facilities offered by schools etc. You can see that they provide a lot of useful information about various services in your locality.

These sheets of paper which provide information are commonly referred to as fliers or handbills.

Therefore we can say that:

Fliers

- represent the simplest and easiest form of information tools used in public relations.

- were the first written material used for public relations
- are unfolded sheets posted on bulletin boards, delivered by mail or distributed by hand.
- present a single message rather than a series of separate message units.
- time specific and address a particular event
- serve awareness objectives through information.

Fliers can be made effective by enhancing their visual appeal.

DID YOU KNOW?

Thirty eight centuries ago, the Babylonians in Mesopotamia prepared fliers (carved on stone tablets) as part of a public education campaign to increase agricultural efficiency.

Activity 20.1

Collect fliers/ handbills which are distributed along with your newspaper for a month and write down the purpose for which they were developed. Did you find any one of them useful?

- **Brochures**

When the message to be conveyed must last longer in the minds of the audience, then one sheet of information, as in a flier, may not be sufficient. In such a case, a multi-page publication or in other words, more than one page of printed matter, is produced as a PR tool.

Depending on their size and purpose for which they are developed, they are called leaflets, folders or pamphlets. All these publications are called brochures.

We can therefore define a brochure as follows:

' folded sheet of information which can be read like a book and provides information which is relevant over a longer period of time'.

Let us see some examples of brochures.

A brochure produced by a university provides information about its campus, courses offered, fee structure, hostel facilities and so on for students who are seeking admission to its colleges.

Similarly, a travel agent brings out brochures which give information on tour packages organized by them for tourists.

- **Newsletter**

What exactly is a newsletter?

- It is a printed publication produced at regular intervals
- It is distributed to a particular audience seeking information.
- A newsletter should focus on information relevant to its public or audience

Notes

Alumni – former students

- The content of a newsletter is presented in a writing style that is less formal and letter-like.

For example, a newsletter published by a college consists of information about activities conducted during a particular period, special achievements by students or teachers, retiring employees, new entrants etc. Such newsletters target not only the teachers and students but also the college alumni.

PRESS RELEASE

Let us now study about a press release which is different from the other forms of printed communication that you have so far studied.

A press release is the most important form of written communication used by a public relations professional to announce something to the media. It is mailed, faxed or e-mailed to the media.

How is a press release developed?

The text of the press release is written in the form of a story with an attractive heading so that the media quickly grasps and circulates the message through newspapers/radio/television/internet.

Activity 20.2

Prepare a brief press release on a cultural programme organized by your school.

20.4 PRINT MEDIA

You have learnt in an earlier module that newspapers and magazines form a part of print media. Now let us see how print media is used as a PR tool. You must have seen several advertisements appearing in newspapers and magazines. What do they consist of? They consist of textual messages as well as some visuals or pictures. These advertisements are examples of PR tools used in the print media. They are worked out effectively to attract the reader's attention away from other competing advertisements.

But you find that advertisements appearing in newspapers and magazines are different in a number of ways. Let us list them.

Table 20.1

Newspaper advertising	*Magazine advertising*
• Generally in black and white • Found in various sizes • More than one advertisement may be placed on the same page	• generally in colour • mostly full page • normally only one advertisement is placed on a page

INTEXT QUESTIONS 20.2

1. Given below are a list of descriptions. Relate them to the respective form of printed and graphic communication that you have learnt.in the lesson.

Description	*Type of printed and graphic Communication*
	_____
i) Written communication used to make an announcement to the media	_____
ii) printed publication produced at regular intervals	_____
iii) folded sheet of printed information which is relevant for a longer period	_____
iv) unfolded sheet of printed information presenting a single message	_____

2. Give any two differences between newspaper and magazine advertising.

20.5 OUTDOOR MEDIA

Have you seen huge boards displaying messages on a particular brand of mobile phone and dazzling in the night sky. This is what is called a ***hoarding*** and these days you find that many of the hoardings are electronically operated (electronic hoarding) to make them attractive and catch the attention of the viewers. This is an example of an outdoor medium which is a popular tool used in public relations.

Likewise, you must have read messages on milk and milk products written on bus panels and on huge boards at bus terminals, airports and railway stations where a lot of people come together. These forms of communication are commonly referred to as ***poster media.***

Here, you will notice that the emphasis is on the visual messages or what is visible to the audience. The poster message carries a strong illustration with a meaningful headline. This form of communication is used to remind the audience about a certain product or idea.

Another form of outdoor medium are huge balloons suspended in the air with a message written on them. These are ***hot air balloons*** which can easily capture the attention of the public.and thus help in public relations.

Fig. 20.3: Hot air balloon

However, you find that some forms of outdoor media such as hoardings erected on the roadside provide very little viewing time for the viewer and thus do not help in effective communication.

Fig. 20.4: Advertising on bus panels

20.6 BROADCAST MEDIA

You have studied about the broadcast media such as radio and television in your previous lessons.

Let us take the example of the radio. You hear messages and music through this medium. The characteristic feature here is the sound which creates an impact on the listeners. Radio advertisements which combine music and messages is a typical example used for public relations.

Similarly, take the case of television. Here, you can see pictures or images as well as hear a message or music. These images have certain characteristic features. They are seen to move as well as make sounds, thus creating a huge impact on viewers. Reality music and dance shows, cricket matches which are sponsored by business organizations are examples of television being used to attract public attention to a particular product.

Now let us compare these with images and text found in the print (newspapers and magazines) and poster media. They are found to be static or in other words, they do not move.

Therefore, you can now see that the broadcast media offers possibilities for movement and sound, making it possible to present creative and attractive images.

Have you seen images on the internet? They offer scope for including movement and sound, making it a very appealing tool for communication. Promotional offers of cheap air tickets by airline companies provide examples of the internet being used a PR tool for communication.

INTEXT QUESTIONS 20.3

1. List any two forms of outdoor media with examples.
2. Fill in the the most appropriate word/s in the blank space:
   i) Hoarding is an example of ——— media.
   ii) Radio advertisements combine ———— and messages.
   iii) Images and text in the print media are ———.
   iv) Image on the internet offer scope for ——— and ————.
   v) When messages are written on bus panels, this form of communication is called ——— media.

20.7 OTHER FORMS OF MEDIA

WEBSITES

Where do you find a website? On the internet? Some of you would have also seen a website.

Let us understand what a website is? A website is a collection of web pages and images which is accessible to the public through the internet.

Fig. 20.4: Advertising through websites

The internet web is the most commonly used form of media for public relations.

Consider a situation when you have to travel to a particular city by train. The easiest way to obtain information on trains going to that city has been made possible by the Indian Railways through its website. You can even book tickets through this website. Compare this with a situation in which you have to go all the way to the railway booking counter for the same purpose. This is an example of a PR exercise by the railways for the benefit of the public.

From the above example, you can see that the internet web has enabled quick access to information and services. The internet is thus rapidly changing the way in which organisations provide services to their public.

The information in a website is presented in an easy and understandable format. Web pages are designed with catchy illustrations to make them attractive and thereby grab the attention of the public.

Can we now say that the internet web is an amazing tool for public relations communication.

Activity 20.3

Visit the website of All India Radio and write down your opinion on whether the messages and visuals you see there are useful and appealing?

CELEBRITY ENDORSEMENTS

Have you heard or seen a celebrity or in other words, a well known person talking about a particular brand of soap or soft drink on radio or television? Here, you always find that a person who is likeable and familiar to the audience is chosen to describe a product and to persuade the public to use the product. This is what is referred to as ***'celebrity endorsement'***.

Celebrity endorsement is a PR tool which persuades audiences to buy products such as soft drinks, soaps, eatables, clothes, toothpaste, beverages etc. by creating awareness/ interest in them through celebrities.or popular people.

Activity 20.4

Have you come across products which were endorsed by celebrities? If so, have you been convinced about them and bought any of them? Write about your experience.

EXHIBITIONS

Have you ever visited an exhibition? Then you would have seen several products being displayed and sold in a large space in an open area or in huge halls. You may have even bought a few items. You would also have come to know about several new products available in the market.

Fig. 20.5: Exhibition

From this, we can say that:

- exhibition is another PR tool to enhance public relations activity
- the exhibits or items displayed leave a lasting impression on the minds of the people
- it involves participation of people on a large scale
- products can be exhibited and demonstrated in a relaxed atmosphere
- exhibitions provide scope for generating business

However, you must understand that exhibition is an expensive tool and requires a lot of planning.

INTEXT QUESTIONS 20.4

1. What is a website ? How is it useful as a PR tool ?
2. Name two celebrities whom you have seen endorsing products on television.
3. List any two features of an exhibition.

20.8 WHAT YOU HAVE LEARNT

→ PR TOOLS

- Oral communication (speeches and interviews)
- Printed and Graphic communication (fliers, brochures, newsletters, press release)
- Print media (newspaper and magazine advertising)
- Outdoor media (electronic displays, hoardings, posters)
- Broadcast media (Radio, Television and Internet)
- Other media (websites, endorsements, exhibitions).

20.9 TERMINAL EXERCISES

1. What do you understand by the term 'PR tools' in the lesson. List the different PR tools that you have learnt.
2. Explain the use of oral communication as a PR tool.
3. Differentiate between different types of printed and graphic communication with examples.
4. Describe the importance of broadcast media as a PR tool.
5. How is the print media used to communicate to the public. List the differences between newspaper and magazine advertising.
6. How are exhibitions and celebrity endorsements used to attract the attention of the public.

20.10 ANSWERS TO INTEXT QUESTIONS

20.1 1. i) face to face

ii) speech

iii) attract

iv) interview

20.2 1. i) press release ii) newsletter iii) brochure iv) flier

2. Refer to section 20.4

20.3 1. Refer to section 20.5

2. i) outdoor ii) music iii) static iv) movement, sound v) poster

20.4 1. Refer to section 20.7

2. i) name of a filmstar ii) name of a cricketer iii) any other

3. Refer to section 20.7

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21

CHARACTERISTICS OF NEW MEDIA

We live in an age of rapid technological changes. Everyday we are flooded with information from everywhere. The internet makes sure that we are not left behind in terms of information on any front. In the process of news gathering and writing, the advent of computers along with the phenomenon of the internet has introduced the concept of new media. Unlike the print media, the new media does not rely merely on the written word for communication. Rather, it combines words with a lot of visual elements, including animation, cartoons etc. Similarly, learning through new media is like saying good bye to all our age-old textbooks. In this new learning phenomenon, learning can be fun. We can play computer games and through games, puzzles and cartoons, also learn our history and maths lessons. This amazing combination of words with visuals and cartoons is known as new media.

OBJECTIVES

After studying this lesson, you will be able to do the following :

- distinguish between new media and other mediums of communication;
- illustrate the characteristics of new media;
- discuss about the interactivity of new media;
- compare the strengths and weaknesses of new media with television , radio and print media;
- analyse the limitations of new media.

21.1 NEW MEDIA: AN INTRODUCTION

Mrs. Madhavan looks extremely worried these days. She is hardly seen at social gatherings. And, when people see her on the roads, she avoids talking. Earlier she was so active. Now her neighbors don't know what has happened to her.

Her neighbours daughter, Anjali is in class XII. She often goes over to Mrs Madhavan's house to help her son Aditya with his maths lessons.

Anjali has just finished her pre-board exams. In the evening she goes over to meet Aditya. There she finds Mrs Madhavan looking as worried as ever.

Anjali asks her, "What's wrong with you? Why are you looking so worried?".

"I am worried Anjali," Mrs Madhavan replies. "Aditya doesn't study nowadays. His school is closed for winters. The entire day he spends in front of the computer. On top of that he lies. He says his teacher has asked him to surf the internet and do his homework. I am sure he is either playing computer games or doing something else. I just don't know what to do."

Fig. 21.1: A worried Mrs Madhavan and Aditya working on his computer. Aditya doesn't care that his mother is worried. He looks happy sitting in front of his computer.

Anjali smiles and holds Mrs Madhavan's hand. "Don't worry aunty. I will talk to Aditya. I am sure he knows what he's doing."

Fig. 21.2 : Anjali trying to convince Mrs Madhavan

She goes inside the study and spends some time with Aditya. Later, during dinner she explains everything to Mrs Madhavan. By that time Mr Madhavan is also back from work.

"You see aunty, times are changing. Technology has come into our lives in a major way. Education is also changing. Gone are the days when children used to learn only from books," Anjali explains.

"I remember, we learnt all about history from our textbooks," she adds. "And, we found it so boring. But my brother hardly reads textbooks. Even his teachers tell him to watch the History channel and Discovery channel on television. Now he finds history so interesting that he might also take it up for higher studies."

"But then Anjali, does it mean that children nowadays will not read at all," asks Mrs Madhavan.

"It's not like that aunty. Technology only helps us to learn. Computers cannot replace books. But today, all over the world people are realising that words alone cannot describe everything. That's why learning is better when words are combined with visuals, sound and even cartoons. Books give us only words and illustrations, television gives us moving images and radio gives us sound. But what the internet gives us is a combination of all these. We call it new media and we are using it extensively to learn new things," explains Anjali.

Mrs Madhavan now looks relaxed. She also tells Anjali that she is going to spend more time with Aditya trying to understand what all he's learning.

21.2 NEW MEDIA AND COMPUTERS

Do you know what the internet is ? The ***internet*** is an interconnection of several thousands of computers of different types belonging to various neworks across the globe. Any computer user on the internet can contact any other computer on internet in any part of the world. The internet is an integral part of new media.

You have already learnt that in print media, the products are either a newspaper or a magazine. Similarly, in the electronic media, the products are either a news channel or an entertainment channel or a sports channel. For instance, Doordarshan has a news channel, Star Plus is an entertainment channel and Discovery and Animal Planet are non-fiction channels.

In new media, the product is called a ***website***. Every website has an address. To see a website you need a computer. On every computer, there is an icon called internet explorer. You have to click on it and a new screen opens up. On this, you type the address of the website and it will open up for you. Then you can see and read whatever is posted on the website.

Fig. 21.3: Websites

Now, in a country like India, where there are so many villages, how many people have access to the computer? And, if they cannot use computers, then what's the use of new media?

To answer this question, let us recall the way television has expanded its base in India. When television first arrived in India, very few people could buy a television set. Whenever cricket matches were played, people used to stand outside a shop that had a television set and enjoy the match. In villages, people often sit together and watch television programs.

Similarly, there are cyber cafes all over the country. Several computers are kept in these cafes. People can go there and work on computers after paying for it.

We must all realise that people have to be educated about computers. So after you have learnt about computers, you must tell your friends about the benefits of using a computer. You may also tell your parents what they can do with a computer.

We read in the beginning of the unit that Mrs Madhavan was worried. She's worried because she does not understand what Aditya is doing with a computer. She's also worried because she has heard a lot of things about the internet from other parents. Some of them have told her that children should never be allowed to see a computer because the internet contains a lot of information and pictures that are only meant for adults.

Since her knowledge of computers and the internet is very limited, Mrs Madhavan is really scared. It's only after Anjali explains to her that Aditya is doing his homework after collecting information from the internet that she feels a bit relieved.

It's not that Mrs Madhavan does not have reasons to be worried. Children are often seen wasting time playing computer games or chatting with their friends. Then it is the duty of parents and teachers to see to it that they don't overdo such things. Also, there are parents and teachers who often complain that children nowadays have almost stopped reading books. That they are more comfortable watching videos, cartoons etc, all of which they now get easily on their computers. That's probably what we need to look into more seriously. The Internet cannot replace books or a teacher. But it can definitely be a big help in terms of providing information. In fact, for anyone doing research in any stream, the internet always proves to be very useful.

INTEXT QUESTIONS 21.1

1. Why do students use the internet nowadays?
2. Are reading habits going down because of the advent of computers ?
3. What is a new media product called?
4. Why is Mrs Madhavan so worried? After talking to Anjali, does she feel better?

Activity 21.1

1. Explain to a friend everything that you know about the internet.

21.3 NEW MEDIA: THE FORM OF COMMUNICATION

In your earlier lessons, you have learnt what communication is and how people communicate. To quickly revise it and put things in a perspective, communication means 'sharing of information'.

Whenever we communicate, we share information, ideas and even feelings. At times we may not speak but the way we look at a person conveys a lot to that person.

Another important point is that any form of communication is not complete unless there is a feedback. It means whenever we talk to someone or someone reads what we have written, there must be a response from the other person.

All forms of media, whether print or electronic, have feedback systems in place. Many of you may have seen the page in a newspaper that contains the 'letters to the editor'. This is a feedback mechanism used by the print media. Even television

channels have a feedback system. Often we see, after a program, the anchor advises the viewers to log on to their websites and post their opinions. You may be watching many reality shows on television, especially music and dance competitions. Audience feedback, in these shows, decides the fate of individual participants.

New media is known for its ability to involve the audience. This is known as **interactivity**. Hence, we can say that compared to other media forms, new media has the most evolved feedback system in place.

Besides feedback, there are two other things that make new media very special. The first is the way things are written. New media uses a **narrative** style of writing. A narrative is a story. All of us like to read stories or listen to stories. If serious issues are written in the form of stories, more people are likely to read them and learn from them.

The other special feature of new media is the use of **multimedia**. As mentioned earlier, whenever stories are supported by cartoons, moving pictures, sound and music, it is called multimedia.

The question is why do we do so many things? What is the ultimate benefit of using new media. For one, the internet is very fast. We don't have to wait for one full day to read the day's events in the newspaper. At 4 o'clock in the evening, if we want to check out the latest cricket scores, we have to simply log on to the internet and check a news website that will flash the information that we are interested in knowing. Secondly we may not have time to read the entire newspaper, but will definitely have some time to grasp the day's happenings on a news website. That's why the internet is so popular.

INTEXT QUESTIONS 21.2

1. Fill in the blanks with appropriate word/s:

   i) We share ———— and ———— when we communicate.

   ii) ———— is essential in any form of communication.

   iii) New media uses a ———— style.

   iv) Audio-visuals, voiceovers, animation and graphics which are combined with text is called ————.

   v) Internet is an ———— medium.

Notes

21.4 NEW MEDIA AND OTHER FORMS OF MASS MEDIA

All of us see a newspaper in the morning every day. Have you ever thought why we get a particular newspaper every day. Aditya once asked this to Mrs Madhavan. And, guess what? Mrs Madhavan had no answer. Later, her husband, Mr Madhavan explained to his son that they read a particular newspaper because they are used to reading it. It's been coming to their homes for years. "It's a habit, and I find it difficult to change. I tried reading another newspaper for some days when I had to clear an internal office exam. But I was never satisfied. Even if I read another paper, I have to read the same newspaper that I always read as well," explains Mr Madhavan.

Most of us don't question our habits. But, have you ever wondered why people read newspapers when they already see most of the things on television? If we are thinking like that, even journalists may have thought accordingly. That's why newspapers have changed. They are full of colour nowadays. Even the news that is carried has changed. Newspapers are trying to collect a lot of interesting information for the readers. Most newspaper offices have hired good photographers who are trying to improve the quality of pictures that we see in newspapers. All this is happening because newspapers are competing with television.

Then what about the new media? Where does it find itself in such a scenario? People usually go to websites when they have to look for something specific. For instance, if you are interested in pursuing a programme in mass communication, you will only look up websites that provide you with that kind of information. Also, most of us use the new media while we are working in office. That means the new media steps in when we don't have a television near us. At home, we hardly read news stories on the internet because we can see everything on television.

Since, people read websites in-between work, they expect a language that they can easily understand. That's why new media uses a narrative style or a story format so that readers can easily understand whatever is being communicated to them. The use of multimedia is also meant to facilitate the communication process. In fact, the success of the new media is fully dependent on whether or not it is able to attract users of the internet. For that it has to create some amount of interest or what is called 'interest factor'. The language and the multimedia packaging are both designed to act as 'interest factors'.

21.5 INTERACTIVE NATURE OF NEW MEDIA

Besides the creation of the 'interest factors', the other most striking feature of new media is its ***'interactivity'***. This means readers can always write for websites and one of the ways to do so is through ***'blogs'***. Blogs are online diaries. People who can write about their experiences can develop blogs.

Does this mean that anybody can start writing for news websites today? Frankly, this isn't something new. Even earlier, we had the concept of 'Letters to the Editor'. Anybody could write on a particular issue and send it to a newspaper for

publication. But out of so many letters that arrived in newspaper offices everyday, only a few got published.

New media has a lot of space. When people write blogs, the entire article can be carried without any editing. If you look at the website of any news channel, you will find several blogs written by eminent journalists. The best thing about these blogs is that they are written with a lot of feelings. Sometimes there is also an element of humour.

Another thing about blogs is that you can write whatever you feel about anything. A writer on disaster management, has written a series of blogs on the tsunami that hit the Indian coasts a few years back. His website has more than a hundred articles on the tsunami. It is very clear that these blogs say much more than newspaper reports on the tsunami. That's because the blogs have a lot of space. Also, the writer is not bound by deadlines. It's his passion that drives him towards writing these blogs.

Activity 21.1

1. *Start writing your own diary. Write down your experiences at least once a week. Include things like the book that you have read and some interesting person you have met.*

21.6 ADVANTAGES OF NEW MEDIA OVER PRINT MEDIA AND TELEVISION

So what does the new media do? It has simply changed the way we communicate. It is also a very important mode of communication that we cannot ignore. Do you know that almost every organization today has a website. Anybody who wants to know about an organization will simply log on to the internet and check their website. Let us say, somebody wants to know details about the courses offered by the National Institute of Open Schooling. The best thing to do would be to open the NIOS website that will most likely contain most of the information that anyone would want to know.

Newspapers also have their own websites. These websites are often copies of their print editions. If we look at the history of online journalism, newspapers like 'The Hindu' and 'The Indian Express' were the first newspapers which started their web editions in India. But then the websites were not different from the print versions. The same stories that appeared in the morning newspaper were seen on the websites without any major changes. The websites did not even use animations or other forms of visual communication which is possible in the new media and not in print.

These web editions also have another purpose. Let us say, readers in the southern states of India are familiar with 'The Hindu'. But how would an Indian reader in

Canada know about the same newspaper? That's where a web edition plays a crucial role. Anyone from any part of the world can easily access the web edition of *'The Hindu'*.

Some media houses have spent a lot of money in seting up their own websites. Now if readers get registered on these websites, they are supplied with whatever news they want on their mobile phones. Let's say you are interested in cricket. There is a match happening between India and Australia at New Delhi. At that time you have gone to Lucknow to spend the summer vacations at your grandparents' place. But you have registered yourself on the website of a news channel and you are carrying a mobile phone with you. In that case, every half an hour you will get the latest scores flashed on your mobile screen. Is n't this interesting?

Most television channels also have their own websites. Essentially, these websites are meant for information. A person can log on to the website of any television news channel and find out the different programmes that are going to be aired. A website is also an important feedback vehicle. Viewers can log on to the website and give their feedback and comments about any programme.

Which do you think is a better medium - print, television or new media ? It's a difficult question to answer. All mediums have their own strengths and weaknesses. We often feel that like Aditya, most children nowadays are losing interest in reading. That's because the habit of reading a newspaper everyday in the morning is no longer there. Most of us get quick information from the internet. That's why we are losing our reading habits.

Mr Madhavan also agrees to this. It's true that a lot of information is available on the internet, but the indepth information that he wants on certain social and political issues is readily available in the newpaper that he reads. That's why he will never stop reading it.

In fact, Mr Madhavan surfs the internet only when he is in office. When he doesn't have much time, that's the only form of communication that suits him. But at night, he prefers to listen to at least one news bulletin on television. Again in the morning, he manages some time to quickly read through the newspaper. He even marks some of the articles and reads them carefully when he comes back home in the evening.

It is clear that all these mediums of communication such as print media, television and new media will survive together. Do you think so?

Fig. 21.4: Mr Madhavan is reading a newspaper. There is a computer and a television near him.)

21.7 LIMITATIONS OF NEW MEDIA

But you think everything is good about the new media? Not really. Just as all other forms of media have their own limitations, new media also has certain disadvantages. The most important issue here is that if anybody can write a blog and it is put up without any editing on the internet , then someone who wants to play mischief can always put up something on the internet that may have adverse effects. This has happened earlier also and media houses are therefore trying to take necessary precautions to prevent this.

Also, like Mr Madhavan feels, he doesn't enjoy reading something on the computer screen as it lacks the look and feel of a newspaper. This feeling may be expressed by many people. But would Aditya also feel so? Perhaps not. Because he is in the habit of reading on a computer screen. Nevertheless, if he doesn't read his textbooks thoroughly, it's very unlikely that the internet will fetch him good marks! For that matter, Mrs Madhavan's anxiety is justified.

INTEXT QUESTIONS 21.3

State whether the following statements are true or false.

i) Blog writers are not bound by the rules of journalism.

ii) In Indian villages, people don't accept technology.

Notes

iii) Companies will willingly open up their websites for people to write.

iv) There is no credibility issue in new media.

v) The internet has become very popular among young people because it is fast and it uses multimedia.

21.8 WHAT YOU HAVE LEARNT

→ New media — An introduction

New media and computers

- internet explorer
- website
- cybercafes

New media as a form of communication

- feedback system
- interactivity
- narrative style of writing
- use of multimedia

New media and other forms of mass media

- newspapers and websites
- television and new media
- new media - interest factors

Interactive nature of new media

- blogs
- online diaries

Advantages of new media over print media and television

- web editions of newspapers
- websites of television channels
- convergence

Limitations of new media

21.9 TERMINAL EXERCISES

1. Explain the importance of new media as a form of communication.
2. Assess the importance of computers in your daily lives. Give good examples to support your answer.
3. Discuss the advantages of new media with print and television. What are the limitations of new media ?

21.10 ANSWERS TO INTEXT QUESTIONS

21.1 1. Students use the internet for educational purposes. They collect information for doing their homework.

2. Reading habits have gone down because people don't have much time to spare. But people still need information. The internet provides a goldmine of information. So even if people are surfing, they are reading nevertheless.

3. website

4. Mrs Madhavan is worried because she feels her son Aditya is spending a lot of time on the computer and isn't learning anything. After talking to Anjali, she felt better because Anjali explained almost everything about the internet to her.

21.2 1. i) information, ideas, feelings

ii) feedback

iii) narrative

iv) multimedia

v) interactive

21.3 1. i) True

ii) False

iii) False

iv) False

v) True

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22

NEW MEDIA: THE INDUSTRY

New media has emerged from the print media. But its target audience is different from that of print media. Today, we have young readers getting attracted towards new media. But, why should a young reader be tempted to look at a website, read it and perhaps write about it or start a blog? That's where the ability to attract readers becomes a critical issue. Also, to run websites, one needs finances. How is that taken care of ?

Let us discuss these and other related questions.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- trace the transition from earlier forms of mass communication to new media in India;
- discuss the impact of new media in India;
- state the meaning of convergence;
- discuss examples of new media.

22.1 TRANSITION TO NEW MEDIA IN INDIA

The first news websites were launched by media houses around 1986. But, as you have already studied, these web editions were simply replicas of the respective print editions. The function of these websites was nothing more than generating awareness about the existence of these media houses.

The actual transition in India happened after 1996 when several independent media houses tried to bring out a news website. But after 2000, most of the independent media organisations along with their websites closed down. That was the time when the phenomenon of convergence became popular. Convergence means the coming together of different forms of mass media.You will learn more about this later.

22.2 IMPACT OF NEW MEDIA IN INDIA

The important question is that how did these independent media houses survive in the first place? Where did they get the money from ?

These independent media houses came up because they got funds from big businessmen who also lend money to others to start their own business. For this to happen, these well established business people must see growth potential in a new business. If they realise that they are going to get back several times the money that they are investing, they go ahead.These big businessmen are called ***venture capitalists.***

In the case of new media, this is exactly what happened. The venture capitalists thought that new media could be a possible business option in India. It served them in two ways. One, through a media house, the venture capitalist had some access to the political groups in the country. Secondly, new media was showing signs of earning profits through business transactions via the internet .

But what they didn't realize at that stage was that Indian customers prefer to buy things only after seeing the product with their own eyes. In other words, in the Indian buying culture, the concept of 'look and feel' matters a lot. Although a few independent companies managed to stay afloat, most of them were forced to close down.

This was also a learning phase for Indian media practitioners and managers. They realized that if they ventured into new media, they had to think of innovative revenue models. They also accepted that they had to sell content to make money. Otherwise, merely getting into business transactions wasn't helping them at all.

Fig. 22.1: A customer is looking at a web page and trying to identify an item for buying. He has a very puzzled look. There is another customer who is buying things from a shop. She has a satisfied look on her face.

Notes

INTEXT QUESTIONS 22.1

1. Who are venture capitalists?
2. Why were venture capitalists interested in supporting new media ventures in India?
3. What was the function of early web editions ?

22.3 NEW MEDIA AND CONVERGENCE

If you recall what you have studied about the history of the Indian media, you have learnt that the print media played a significant role in the Indian freedom struggle. At that time, there wasn't either television or new media. It was print media that had made such a huge impact on the minds of the people.

Later, when India became independent, print media continued to rule for more than two decades. When the nation stepped into the seventies, television appeared on the scene. But for years, the Indian people had to watch the limited programmes shown. Hence, print media still continued to rule.

It was when the concept of cable television hit the Indian market, that people started watching more and more television. It was because of television that the print media also started changing. To survive in the competitive scenario along with television, Indian newspapers changed their designs and forms of writing..

When new media arrived, it was another shift in the industry. At that time, a theory came up that print media may not survive. More importantly, with new media, technology was seen in a different light. Whereas, earlier, creativity was recognized as the primary skill, now technology became an important criterion for judging the suitability of an employee.

Let us consider these issues.one by one.

The first issue is on technology. The debate is whether in the next five years, the entire media industry is going to turn digital or in a country like India where infrastructure is so poor, it's only a temporary wave. So will new media soon vanish and would we be back to print ?

The answer here is simple. Television also took time to settle down. Now radio is picking up. Similarly, new media will also take its time to stabilize. But just like television will not throw print media out of existence, similarly, new media will not throw out either print media or television. All these media forms will survive, but their styles may change.

The other issue is the debate on creativity versus technical skills. Media managers are asking the question, "Should we hire journalists who are good at writing and

reporting or who are good with technology?' Even journalists are asking this question, "Is it our job to write, edit and report or to handle technology?"

There is a simple answer to this. All technological innovations in the media industry are happening because they are seen as complimentary to creativity. In other words, if technology does not support creativity, it's useless. Hence, all creative professionals must make the best use of technology. In case, they feel that a certain form of technology is a hindrance to creativity, they must dump it and go for a better version of the same technology or change it altogether.

Today, journalists as well as media managers have realized fully well that a more effective form of communication does not destroy the earlier form. Rather, the earlier form of communication changes for the better and makes a place for itself in the changed scenario. Hence, media practitioners are talking of convergence.

Now, what is meant by the term 'convergence'?

It means that several media forms such as print, radio, television etc. will exist simultaneously. They may have different mandates, but they will co-exist nevertheless.

Keeping this reality in mind, media organisations are also expanding and trying to bring in different elements of mass communication under a common roof. In a global media environment, we will now find more and more media organisations running print, television, radio and new media divisions together.

Fig. 22.2: Convergence

Notes

INTEXT QUESTIONS 22.2

1. Fill in the blanks with appropriate word/s:

   i) …… did not exist in India during the time of the British rule.

   ii) Indian newspapers changed their …… and ——— of writing to survive competition from television.

   iii) Convergence means the coming together of ,————————, ——————————.

   iv) An ……. form of communication does not …… the earlier form.

22.4 NEW MEDIA: EXAMPLES

Let us consider a situation when you have gone to spend your summer vacation with your grandparents in a village. This village does not have many facilities. Most importantly, you don't have a television in every house. But you are interested in cricket and you feel bad if you don't get to know the latest scores. Incidentally, there is a match going on between India and Australia and you are anxious to know the score.

Suddenly, you remember that you are carrying your mobile phone with you.. You immediately send a message and within five minutes the score flashes on your mobile screen. This is because of new media and its advantages.

You had actually got yourself registered on a news website and had sent an information by e-mail that you are interested in cricket scores. Now, wherever you travel, you only have to send a message through your mobile phone to get the latest update. This is also called ***customization of news***. It means whatever kind of news interests you will be sent to you.

The most standard new media product is a website. Besides, news websites, there are innumerable kinds of websites that we see on the internet.

Today, you will find that every organisation has a website of its own. Through corporate websites, prospective customers and employees receive the initial information that's required. Each website has a 'contact us' section. If you want to speak to somebody on the phone, you can do so after noting down the number from the website. To send an e-mail, a person will only have to note down the e-mail address given on the website and send an e-mail immediately.

Some companies even encourage visitors on their websites to write blogs on their products or services. While for the organisation this is a good way to collect feedback, for the customers it could be a way to create a network of people who have bought products from the same organization. This way they can develop a common forum.

Another product that has picked up is a ***social networking site***. These are websites where anyone can open an account and become a member.

For those who want to be in touch with a lot of people, this is a very good way. You can become a member of some of these sites and interact with several people with whom you share ideas, thoughts and information. You can even trace an old friend or a classmate and begin talking to that person.

For those interested in research and academics, there are several libraries available on the internet called ***online libraries*** which they can refer to get material on their subjects. In the domain of education and training, learning through the internet has become very popular and is called ***online learning*** or ***e-learning***(electronic learning). For others, the internet offers several sites from where they can buy and sell products. For children, besides information and stories, the internet has several online games that they can enjoy.

New media products are interesting because they have several elements in them. For instance, those interested in graphics, animations and cartoons may find several websites containing these elements. Those interested in reading will find several websites containing good content. All those who are interested in writing may start from blogs. Many amongst you will surely be interested in photography. You will find several websites on photography.

INTEXT QUESTIONS 22.3

1. What do you understand by 'customisation of news'?
2. What is meant by the term 'online learning'?

22.5 WHAT YOU HAVE LEARNT?

Transition to new media in India

- news website
- convergence

Impact of new media

- creativity vs technology

Examples of new media

- news websites
- customisation of news

Notes

- online learning
- online libraries
- online games

22.6 TERMINAL EXERCISES

1. Write an essay on how convergence is changing the face of the Indian media industry?
2. Make three columns and write the essential features of print, television and new media. After completing the exercise, write a note on how new media is different from print media and television.
3. Discuss the impact of new media in India.

22.7 ANSWERS TO INTEXT QUESTIONS

22.1 1. Venture capitalists are big businessmen who lend money to people who want to start their own business.

2. Venture capitalists were interested in supporting new media ventures in India because they thought they would get good returns.

3. Refer to section 22.1.

22.2. 1. i) television, new media

ii) designs , forms

iii) television, radio, new media

iv) effective, destroy

22.3 1. Customizing news is based on one's need. For instance, for someone who is interested in cricket, a new media set up can supply him with news only related to cricket. This is known as customization of news.

2. If learning happens through the world wide web, it is called online learning. In other words, online learning is education with the help of the Internet. Several subjects, especially professional subjects, can be taught by this method.

23

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NEW MEDIA: TARGET AUDIENCE

We have already discussed in the earlier lessons that new media mostly addresses a young audience. We call this audience the youth. The youth is more computer-savvy or in other words, they are more comfortable in handling gadgets like computers.

Today, when we look at urban households across the country, we do find that people in the age group of 12 – 25 years are hooked on to computers or mobile phones. Interestingly, these people are more connected to each other through the internet. But what concerns parents, teachers and psychologists is the fact that interpersonal relations is getting affected amongst the youth. For this they blame the changing technology.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- list the main consumers of new media;
- appreciate the creativity factor of new media used to attract the youth;
- explain how interpersonal relations are getting affected;
- identify business options in the area of new media.

23.1 THE YOUTH AUDIENCE

Why does new media address the youth? It's simply because the youth spends more time with computers. Also, with growing competition, the youth needs to keep themselves informed all the while. That's why access to information is very important.

However, there is one problem that we see here. If you are exposed to too much of information, it often leaves you thoroughly confused. This is called ***information overload***. Most of our young people today suffer from what is, known as

information fatigue. Since, they have too much of information, they find it difficult to use it. This causes a state of depression, which is called information fatigue.

To prevent this, those using information must develop themselves in areas in which they feel comfortable. Moreover, whenever they are faced with a lot of information, they must prioritize on the basis of their areas of interest. This means classifying information into categories like 'most important', 'important', 'not so important' and 'not required'.

Another problem is that collecting information does not necessarily lead to logical and analytical powers. Many teachers complain that young readers today have a lot of information but they often fail to use it to discuss something.. That's because raw information without any analysis does not add to your knowledge unless you know how to use it when it's required.

Fig. 23.1: Working in a computer lab

23.2 THE CREATIVITY FACTOR

One of the most fundamental ways in which new media tries to attract the youth is through story telling or a narrative writing style. Since we all like stories, this style is regarded as the most powerful form of communication. The narrative style is not new in the media world. Print journalists use this style whenever they want to draw the attention of readers.

If you study the history of journalism, you will realize that it's not something new. The narrative style was first adopted in the USA in the late sixties. This trend was known as new journalism, pioneered by Tom Wolfe. But, this trend could not continue for long. With the advent of new media, this trend is coming back.

To make the content more interesting, each story is broken into sectio en difficult to read something at one go, but when it's broken up into interesting segments, it's easier to read and follow. That's why stories done for new media are broken up into several stories which together with multimedia form a package.

Each story is highlighted on the home page or the opening page of any website with an attractive visual and a good introductory paragraph. The main story is kept very short and crisp. Other interesting stories are written in a narrative form. These are preferably human interest stories.

To attract the youth, new media writers always like to do things differently, something similar to what Edward de Bono, the father of creativity, calls 'lateral thinking.' Try reading some of his books. You might find them interesting.

INTEXT QUESTIONS 23.1

1. Match the following :

i)	Exposure to too much information	Edward De Buno
ii)	Difficulty in using information	Tom Wolfe
iii)	New journalism	information overload
iv)	Father of creativity	information fatigue

23.3 NEW MEDIA AND INTERPERSONAL RELATIONS

Let's go back to Mrs Madhavan again. Mrs Madhavan and several other parents have a serious complaint against new media. Mr Madhavan, Aditya's father, is often heard saying that his children hardly go out to play. As a child, Mr.Madhavan proudly recalls that they were out on the streets playing in the evenings. It is because of that they were socially active even today. He is upset about the fact that children today only like to sit in front of the computer or watch television. They do talk to their friends, but without meeting them. Yes, they simply chat with them through the computer. The children are not learning to talk to people. This way they will never feel confident.

Don't you think this is true ? Talking and listening to people is a part of a person's interpersonal skills. Whenever we deal with people we need to develop these skills. Human beings live in a society. That means we cannot stay all by ourselves. So we need to talk, listen and share. Unless we do that, we may be very good as individuals, but when it comes to staying or working together, we are a big failure.

A very interesting film like 'Mitra, My Friend' depicts a similar case. It shows how two people chat on the internet, never realising who they are. Finally, when they meet up, they realise that they are husband and wife.

So what do we do about this ? The best way is to probably maintain a healthy balance. Let's not run away from computers. But at the same time, let's not spend all our evenings sitting in front of a machine and cutting ourselves away from people. In many schools today, teachers advise parents to regulate television watching by their children. In a similar manner, something can be done for the internet as well.

INTEXT QUESTIONS 23.2

1. State whether the following sentences are true of false.
    1. We develop interpersonal skills when we deal with people.
    2. New media has affected the interactive pattern of children.
    3. We can talk to our friends through the computer.
    4. Good interpersonal skills helps in developing a person's personality.
    5. Children today are generally found to be socially active..

Activity 23.1

1. *Collect some biographical details of Edward de Bono from the internet.. Try to write a small report on his contribution to the development of creativity.*
2. *Talk to your classmates or friends and find out their opinion on the use of new media.*
3. *Study some news websites. Select articles that have been written in the narrative style and paste them in a scrapbook.*

23.4 NEW MEDIA AND BUSINESS OPPORTUNITIES

With new media came a new idea. There were many who realized that it could be used to start a new business. You all know that to start a business you need a lot of money. But a new media venture was different. It may be expensive to start publishing a newspaper or a magazine. But to start a new media venture is not expensive.

In business, you must know that along with big industries, we also have small and medium enterprises known in short as SMEs. New media ventures can be safely categorized as SMEs. To start a business in this area you don't require huge infrastructure. But you need a lot of creativity, i.e the ability to do things differently.

Several such ventures began in India some years ago. There were young people who set up an office in a small room and started their operations. They created

niche websites related to travel, housing, etc.

Now, what are niche websites?

Niche websites are ones that contain very specialized content like travel, health, sports etc.

Soon some of them became big companies. Once they grew, they hired more people and expanded their infrastructure.

If you study the business side of new media which we'll discuss in detail in the next lesson, you will realize that all it takes to build up an enterprise is the enthusiasm and energy. That's because new media is not only affordable, but it is also accessible. Those who ventured into e-learning got freelancers to develop content for them.. The only cost was in designing a website and buying space to post the content..

Similarly, those who ventured into tourism, property or retail, got a designer and a programmer to start a website. Their business was based on networking that they managed to do through the internet only..

The most important aspect was to build a revenue model or to be able to generate income. One of the ways to do that was advertising. In addition to this, these young people looked for other means of earning money like content selling. Revenue also came through subscriptions and by providing specialized services. For instance, a new media venture in tourism offers good holiday packages for its customers.

Today, there are several online shopping sites that facilitate the buying and selling process for their customers. People can book railway and air tickets through the internet. You can also buy a lot of stuff through the internet. For instance, you can order dinner or you can buy books through the internet. You can also sell your old car through the internet. Those who run these services will charge you for what they are doing. But it has picked up because people don't have much time. Most people, especially in the cities, are too busy to go out and buy things. Such people are highly benefitted by services offered through the internet.

Activity 23.2

1. *Visit the websites of Indian Railways or Air India and make a list of the schemes/ facilities being offered to passengers.*

INTEXT QUESTIONS 23.3

1. Write the full form of SME.
2. Make a list of any three items on which niche websites are found?

   i)

Notes

ii)

iii)

3. Visit some of the online shopping sites. Make a list of sites that you have visited as well as products that interested you.

23.5 WHAT YOU HAVE LEARNT

→ The youth audience

- Information overload
- information fatigue

New media

- creativity factor
- narrative style

New media and interpersonal relations

New media and business opportunities

- new media ventures
- small and medium enterprises
- niche websites
- revenue model
- online shopping sites

23.6 TERMINAL EXERCISES

1. What are inter-personal skills? Why do you think interpersonal skills are getting affected?
2. Is new media a big industry or is it an SME? Give reasons to support your answer.
3. Write short notes on the following:
   i) niche websites
   ii) online shopping sites

23.7 ANSWERS TO INTEXT QUESTIONS

23.1 1. i) Information Overload

ii) Information fatigue

iii) Tom Wolfe

iv) Narrative

v) Edward de Bono

23.2 1. Talking and listening are part of our interpersonal skills.

Whenever we deal with people we need to develop these skills.

2. Organizations insist on good interpersonal skills because teams are made on that basis.

3. True. We can we talk to our friends through the computer.

4. Yes, because it builds up a person's confidence.

5. We build good human relations through good communication skills.

23.3 1. Small and Medium Enterprise

2. i) travel

ii) health

iii) tourism

3. The answer would vary from leaner to leaner.

Notes

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24

NEW MEDIA: EMPLOYMENT OPPORTUNITIES

You have already learnt about the basic features of new media. In this section, you will study about the job opportunities that have come up in the industry because of new media. We will also discuss certain skills that you must possess to be successful in this new industry. However, you must remember that a career in the industry means a lot of hard work and commitment. Organisations will hire you only when they are sure that you have either good creative skills or good technical skills.

But that's just the beginning. A medium that is active 24 hours means you must be on your toes for very long hours. Also, media professionals must never forget that they have to always work in a team. Hence,only positive communication skills and the right attitude will ensure that you are able to establish yourself as a good new media professional.

OBJECTIVES

After studying this lesson, you will be able to do the following:

- identify the different opportunities in the new media industry;
- describe the skills that are required to be a successful new media professional;
- list entrepreneurial opportunities in the area.

24.1 NEW MEDIA OPPPORTUNITIES FOR JOURNALISTS

Today, there are plenty of opportunities for journalists in the new media industry. Reporters can always begin reporting for a news website. The best way to begin is to identify a media organisation that is already established and which has a new media division. That way you may be assured that the job is going to be a stable one.

Every newspaper organisation has an internet desk. But journalists working for the internet desk usually manage the web edition of the newspaper that involves

merely lifting up print edition stories and pasting them on the web edition. The internet desk hardly innovates, but it likes to hire people who can read copies and correct any grammatical or spelling errors before it is put up on the web. If you are seriously interested in new media, you could think of starting your career on the internet desk and then moving on to a more challenging job.

Those of you who gain some experience in the print media can think of joining the new media division of an established media organisation. These divisions are always on the lookout for good reporters, editors and writers. Reporters who work for new media not only pick up fresh story ideas for the web, but also follow up several important stories that have already appeared in the print edition.

Fig.24.1: Reporting on a cricket match.

Besides reporting, news websites always have scope for people to work on the desk. In fact, most new media enterprises are heavily dependent on good editors and writers. Why is this so? It's because the writing has to appeal to the young audience. We have discussed about the narrative writing style. That style is simply not possible unless there are very good editors and writers who are tirelessly working on rewriting copies. That's why any new media project needs a very strong rewrite desk.

Although creativity is the hallmark of any new media venture, technical people are equally important. Let's not forget that the new media world cannot exist without good designers and programmers. These skilled people are the ones who actually put a website together. The website has to be created, it's hyperlinks need to be activated, the web pages need to be designed and finally the stories have to be uploaded. All these activities are possible only when there are good people managing them.

Notes

The convergence of creativity and technical expertise also happens because new media essentially deals with multimedia. Creating these packages requires a lot of production skills. A journalist who is doing an audio-visual for a multimedia package, will need technical help for video production. The person must also know how to record sound in different conditions.

INTEXT QUESTIONS 24.1

1. Match the following :

i)	internet desk	a)	hall mark of new media ventures
ii)	creativity	b)	manages web editions of newspapers
iii)	new media	c)	require good production skills
iv)	multi-media packages	d)	should be technically sound
v)	new media journalists	e)	requires narrative writing style

24.2 SKILLS REQUIRED FOR NEW MEDIA

The primary skill required to be a new media professional is a pure journalistic skill. The person must be able to report effectively. For that the reporter has to follow all basic rules of news reporting like objectivity, proximity etc. You may recall what you have learnt in the print media. But, more than that, a new media reporter must be fast and should keep updating the stories. That means the ability to follow up stories is very crucial.

Since, the stories have greater archival value, new media reporters need to work on stories that have a greater shelf life. The result is that spot stories are not very popular but good analytical stories are. In fact, reporters always look out for good side stories that have not been covered by the print edition or television. Also, stories containing well researched elements are always preferred. The idea is that even if a new media surfer comes to the stories six months later there must be something interesting to read.

Since every new media enterprise should have a strong desk, good editorial and rewriting skills are highly valued. Editors who are hired are expected to rewrite copies extensively. Since many new media ventures don't have their own reporters they depend a lot on freelancers. These copies are then re-written by the desk experts. Many a times even after an in-house reporter submits a copy, the desk expert has to rewrite it to give it a 'narrative style' and an 'interest factor'. Hence, good editorial skills are highly appreciated.

The other important skill that is required in new media is marketing/finance skill. Have you ever wondered as to why the editor of a newspaper is called 'an editor' and why the 'editor' of a news website is called a 'content manager'? It's because the editor of a news website must be able to manage the business as well. In other words, if a new media venture does not generate enough revenue, it's going to collapse. and the content manager must ensure that such a thing doesn't happen.

INTEXT QUESTIONS 24.2

1. State whether the following statements are true or false.

   i) The primary skill required for a new media professionsal is marketing skill..

   ii) A new media reporter should continuously make efforts to update stories.

   iii) The editor of a newspaper is called a content manager.

   iv) New media sories do not have any archival value.

   v) New media ventures also depend on freelancers.

Activity 24.1

1. *Next time when you are going out with your family, log on to the Indian Railways website and book your tickets online. Also, find out all rules and regulations regarding e-ticketing.*

24.3 BUSINESS OPPORTUNITIES IN NEW MEDIA

Certain skills that you probably learn in school/ college or even at home are transferable into the world of new media.

Let us discuss a few business ideas in the area of new media.

An e-zine for the youth: An e-zine or an electronic magazine will target readers who are in the age group of 18-25 years. Since they are primary users of the internet, this will be a huge market for a new magazine. The content will be such that it will be useful reading for the youth. Hence, news that appears in the national media will have to be rewritten creating an interest factor for the youth. For instance, educational opportunities that are available in foreign countries in the field of medicine, engineering, bio-technology and management could be compiled and presented in an interesting manner.

An online restaurant-booking site: Since eating out is a common phenomenon

in the cities, a business venture that not only takes orders for supplying food online but also provides you with options available for eating out will be highly successful. Tie-ups with popular restaurants and other eating joints will serve as a good model.

A career enhancement e-learning project: This project could be in the area of offering short-term online programmes in professional fields such as management, accounting, mass communication etc. The online programmes can be developed by experts from leading institutions. The programme delivery methods and logistics can be worked out in consultation with the partner institutions.

An online test centre: You may have heard about students sitting in mock examinations to test themselves before appearing for the main examination. An online test centre can be utilised to prepare students for different competitive exams in management, engineering, medicine, law, chartered accountancy etc. After the students go through the test, they may also be provided with an online counselling session.

Activity 24.2

1. *Go through a newspaper supplement on careers and job opportunities and make a list of the opportunities in the area of new media. Are they of any interest to you ?*

INTEXT QUESTIONS 24.3

1. Complete the following sentences with appropriate word/s:

   i) New media provides a lot of scope for ——————————.

   ii) The content of an electronic magazine for the youth should be such that ——————————————————-

   iii) Eating out is a common phenomenon in the cities. It would be useful to make a list of eating places in your city and work out a plan online to be able to make an advance booking in restaurants. What would you call this site ?

24.4 WHAT YOU HAVE LEARNT

→ Opportunities for journalists

- internet desk
- web edition

- rewrite desk
- multimedia packaging

→ New media skills

- journalisic skill
- editorial skill
- rewriting skills
- marketing skills

Business opportunities -

- small business ventures
- electronic magazine
- online restaurant booking site
- e-learning project
- online test centre

24.5 TERMINAL QUESTIONS

1. Discuss the opportunities offered by new media to journalists.
2. Explain the skills required for new media professionals.
3. Illustrate with examples any three business ventures in the area of new media.

24.6 ANSWERS TO INTEXT QUESTIONS

24.1 1. i) (b)
ii) (a)
iii) (e)
iv) (c)
v) (d)

24.2 1. i) False
ii) True
iii) False
iv) False
v) True

24.3 1. i) small business ventures.
ii) it provides useful reading
iii) dinner corner or any other name